Broadcasting

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62nd YEAR | FIRST IN TELEVISION CABLE RADIO SATELLITE | 1993 ☐ $2.95

- ❑ SYNDICATORS EYE OPENINGS IN ACCESS
- ❑ ABC RIDES RATINGS TO STRONG SCATTER MARKET
- ❑ REGIONAL NEWS NETWORK FOR CHICAGO

It Ain't No Fluke!

Jenny's New Format Boosts Women 18-49!

Market	Growth vs. 11/91
New York	+150%
Chicago	+182%
San Francisco	+180%
Washington	+600%
Dallas	+200%
Seattle	+100%
Tampa	+400%
Minneapolis	+150%
Pittsburgh	+100%
St. Louis	+157%
San Diego	+233%
Indianapolis	+100%
Portland	+250%
Milwaukee	+350%

And there are many more!

NEW FORMAT!

Jenny Jones

Source: NSI Snap Nov. 92 vs Nov. 91

In association with DAVID SALZMAN ENTERTAINMENT

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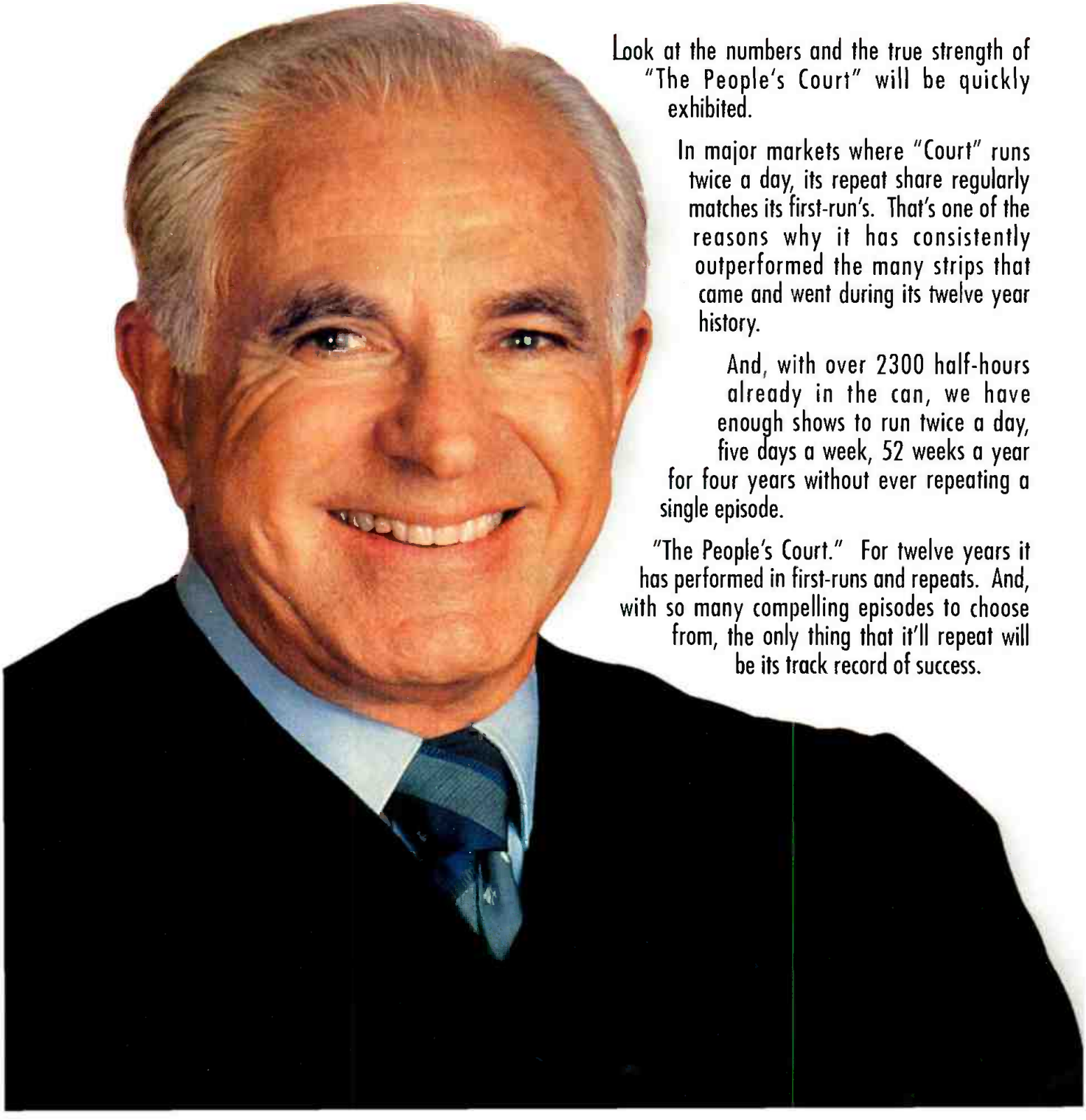
SPECIAL REPORT
THE TELCO-CABLE CONVERGENCE

Vol. 123 No. 1

The People Find Nc
First-Runs and Re-F



Look at the numbers and the true strength of "The People's Court" will be quickly exhibited.

In major markets where "Court" runs twice a day, its repeat share regularly matches its first-run's. That's one of the reasons why it has consistently outperformed the many strips that came and went during its twelve year history.

And, with over 2300 half-hours already in the can, we have enough shows to run twice a day, five days a week, 52 weeks a year for four years without ever repeating a single episode.

"The People's Court." For twelve years it has performed in first-runs and repeats. And, with so many compelling episodes to choose from, the only thing that it'll repeat will be its track record of success.

Difference Between uns. See Exhibit A.

PEOPLE'S EXHIBIT A

		Repeats Vs. First-Run Share
Los Angeles	KCOP	Retains 100%
Philadelphia	WTXF	Retains 100%
San Francisco	KTVU	Builds To 108%
Boston	WBZ	Builds To 110%
Minneapolis	KMSP	Retains 100%
Orlando	WOFL	Retains 100%
Indianapolis	WXIN	Builds To 120%
Portland	KPDX	Retains 100%
Milwaukee	WVTV	Builds To 143%
Cincinnati	WSTR	Retains 100%
Grand Rapids	WUHQ	Retains 100%
Fresno	KAIL	Retains 100%
Las Vegas	KRLR	Retains 100%
Ft. Smith	KPBI	Retains 100%
Yakima	KCY	Builds To 120%
Anchorage	KTBY	Builds To 178%

THE PEOPLE'S COURT

A
Ralph Edwards/Stu Billett
Production

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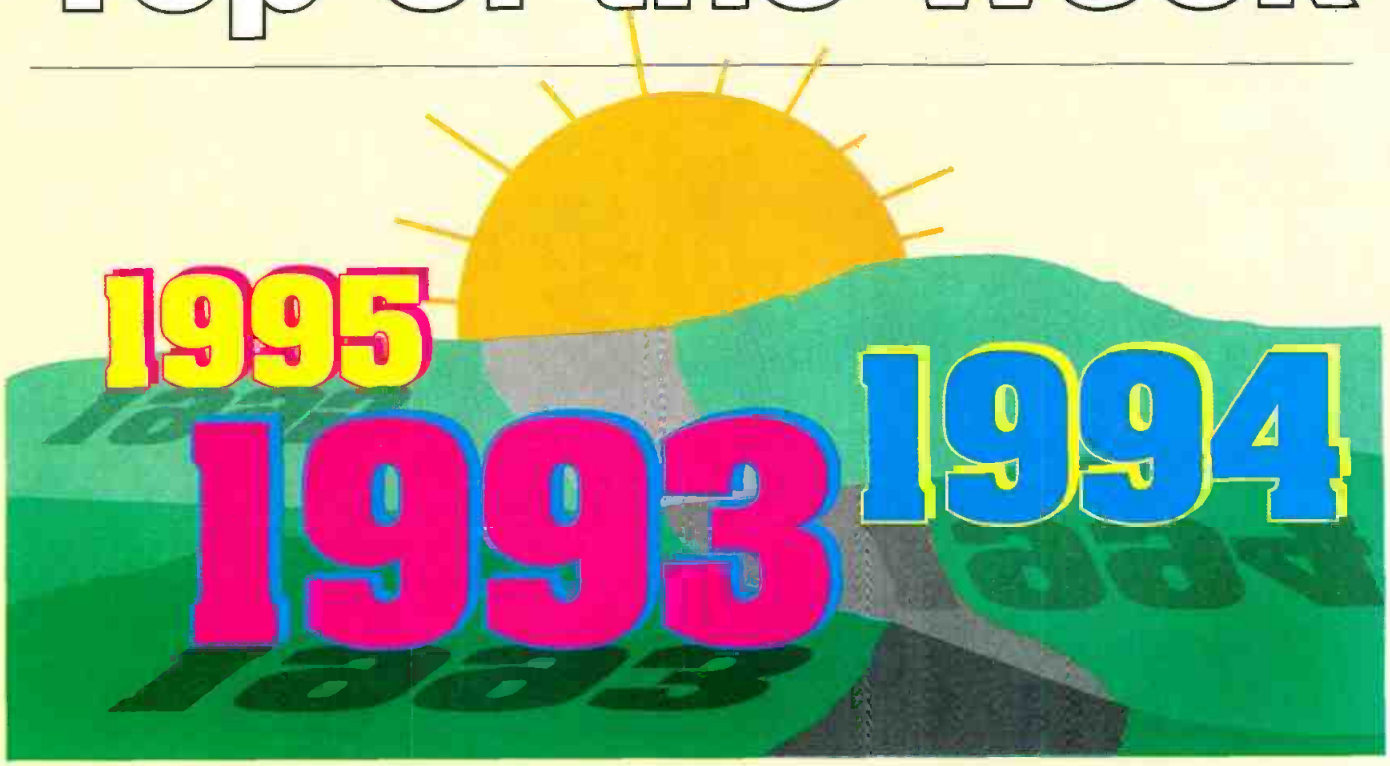
Top of the Week



HOW IT MAY TURN OUT BY 1995

Nineteen ninety-three will be a year of transition. Several headliners on today's marquee—DBS, HDTV and compression—will still be offstage during the next 12 months. Even if other changes, such as the dismantling of the financial and syndication restrictions, are effected this year, their bottom-line impact will be delayed until at least one or two seasons later.

Thus, BROADCASTING's look ahead is also a look beyond, to 1995. Based on this survey of likely scenarios, it appears TV broadcasters will be busy coping. Increased advertising inventory will challenge stations, and increased pre-emptions will challenge the networks. Cable's major problem may be an embarrassment of possibilities. Of all media, the radio business will likely look the least changed from today. Following: the scenarios as seen from our year-end vantage point.

TELEVISION

Nets, syndicators vie for viewers

The biggest challenge facing programers between now and 1995 will be increasing viewer fragmentation. The problem is most vexing, perhaps, in the effort to launch new shows. How do you get viewers to tune to a new show when they already have a set of ingrained viewing habits and 50 or more other choices to graze through?

It's a question the networks have been grappling with in several key dayparts, including daytime, where the solution so far has been simply to give back increasing amounts of time to affiliates. Some believe the networks will soon be out of morning television altogether. "That daypart just won't exist by 1995," predicted one network analyst boldly, but standing firmly behind a shield of anonymity. A looming question: Will the trend extend to prime time?

The issue of shrinking network program time is tied directly to growing affiliate pre-emptions. How fast the trend grows in the next two years could depend on the performance of

Continues on page 14

This Week

MTM hopes to find space in access for packaged repeats of 'Rescue 911,' which stars William Shatner (p. 23).

A LOOK BEYOND / 4

BROADCASTING looks at the likely issues and hot topics of 1995.

LEVIN'S TIME WARNER / 10

As Gerald Levin succeeds to the post of Time Warner chairman, observers anticipate few changes at the company.

ACCESS OPPORTUNITIES / 23

The departure of *You Bet Your Life* from cherished prime time access creates some opportunities for access hopefuls, but isn't likely to lead to a major reshuffling.

NATPE WARES / 34

A listing of first-run and off-network shows on the block at the San Francisco convention.

CHICAGOLAND NEWS DEBUTS / 39

Tribune's Chicago-Land Television News, the new entrant in regional cable news, will tap its parent company's newspaper, TV and radio stations and even its baseball team to broaden the scope of its coverage and keep costs down.

SPECIAL REPORT: THE TELCO-CABLE CONVERGENCE / 45

A four-pronged assault by Bell Atlantic to upgrade and expand services in the mid-Atlantic region heralds the rollout of broadband networks as common carriers for programer-customers, if not the full-fledged entry by telcos into video and information services.

RATINGS VARIATIONS / 55

A Katz Radio Group analysis comparing AccuRatings' results to Arbitron's shows wide disparities between the two, with younger-skewing formats faring much better in AccuRatings.

DIVERGING DAB PATHS / 58

The preference by broadcasters to focus on AM and FM band applications for digital audio broadcasting and by manufacturers to look for global applications may lead to two different testing processes.

LAYING LOW ON STERN / 61

The FCC's crackdown on radio personality Howard Stern has been met with a mixed response from broadcasters. The NAB has yet to issue comment, and many of its members would prefer to let the courts handle the matter.

GOOD SCATTER FOR ABC / 67

ABC, with a good amount of inventory to sell and enough ratings momentum to attract buyers, is benefiting more than its competitors from a healthy scatter market.

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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FCC MULLS FIN-SYN SUNSET

Latest rulemaking likely to raise question of automatic expiration of rules

By Harry A. Jessell

A sunset on the FCC's new financial interest and syndication rules?

At the urging of FCC Commissioner Andrew Barrett, the FCC is expected in its latest fin-syn rulemaking to raise the question of whether the rules should have an automatic expiration date. The FCC was close to releasing the rulemaking at deadline last Wednesday.

"It's an interesting idea," said one network executive. "But it depends on what the package looks like." The longer the sunset, he said, the more freedom the networks will demand while awaiting the sunset. "If [the FCC] comes back with something as restrictive as last time, we will see them back in Chicago."

Chicago is the site of the U.S. Court of Appeals that vacated the rules as "unreasoned and unreasonable," but then gave the FCC until April to rewrite both the rules and the rationale in a way it might find acceptable.

"It would be unwise to comment at this point," said a Hollywood spokeswoman. "If it sunsets in 2040, it's one thing; but if it sunsets in six months, it's quite another."

Other than the sunset idea, the rulemaking reportedly contains no major new ideas. For the most part, sources said, it recites the objections raised by the court and asks for comments on them. "It's a long-winded way of saying 'what should we do now?' " said one FCC attorney working on the proceeding.

Evidence that the rulemaking lacks little substance was the fact that the FCC was set to adopt it by a unanimous 5-0 vote. The FCC split 3-2 in adopting the new fin-syn rules in April 1991, with Barrett, Sherrie Marshall and Ervin Duggan voting in the majority and Chairman Alfred Sikes and James Quello dissenting. "This has been the first turn in the fin-syn road that's not been mired in mud," the attorney said. ■

JANE WHITNEY EARNED HER YOUNG

NEW YORK	WCBS	9:00AM
NOV. '92	JANE WHITNEY	9
NOV. '91	3	+200% W18-49 SH

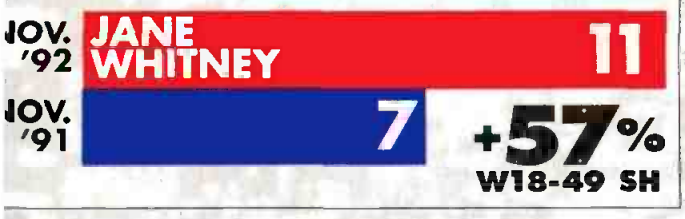
DETROIT	WXYZ	1:00AM
NOV. '92	JANE WHITNEY	19
NOV. '91	8	+138% W18-49 SH

Source: NSI/SNAP As Dat

A TELEPICTURES PRODUCTION IN ASSOCIATION WITH SCRIPPS-HOWARD PRODUCTIONS

HAS ALREADY STRIPES WITH WOMEN.

LOS ANGELES KCAL 11:30PM



BOSTON WCVB 12:30AM

ATLANTA WSB 1:00AM

MIAMI WPLG 12:00AM

SACRAMENTO KOVR 12:30AM

PHOENIX KTVK 12:30AM

PORTLAND KATU 12:00AM

OKLAHOMA CITY KWTV 1:00AM

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NETWORKS SEEK TOEHOLD IN TALK

Underperforming game shows, soaps and news/infotainment strips push broadcast networks to develop single-host talk shows to maintain position in daytime

By Mike Freeman

Over the last two decades, syndicators have been almost uncontested in snapping up daytime clearances for close to a dozen talk show strips airing on network affiliates, but now the three broadcast networks are becoming more aggressive and hope to beat syndicators at their own game. Each of the big three—ABC, CBS and NBC—either has host-driven talk shows set to launch for mid-season or has others in development for next season.

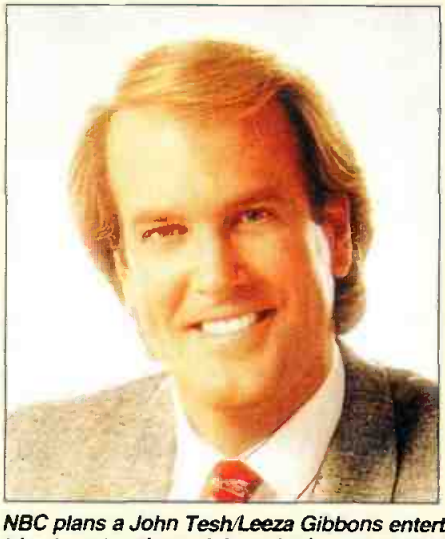
In NBC's case, the network formed an alliance with Paramount Domestic Television to launch a daytime John Tesh-Leeza Gibbons (both of *Entertainment Tonight* fame) entertainment/talk strip for June 1993 (BROADCASTING, Aug. 31, Nov. 16, 1992).

And now, according to sources, ABC has become the first broadcast network to go north of the border, picking up Canadian Television's (CTV) year-and-a-half-old *The Shirley Show,* hosted by Shirley Solomon, to replace the low-rated and highly preempted *Home Show*, as of April 9. Word has it *The Shirley Show,* a general topic- and issues-oriented talk show originating from CTV affiliate CFTO-TV Toronto, will be the first regularly scheduled first-run strip produced in Canada for telecast on an American broadcast network.

Doreen Kaylor and Cyndie Reynolds, program directors for KOMO-TV Seattle and KOVR-TV Sacramento, respectively, told BROADCASTING that ABC programing executives had called affiliates to confirm the cancellation of *Home Show* and to survey their interest in clearing *Shirley,* given that over 30% of ABC affiliates are already pre-empting *Home Show* for syndicated fare.

"[ABC] may have one strike against itself already, in that they're going out in April, at a time where a lot of ABC affiliates have contractual commitments to syndicated programing through fall 1993 or mid-season 1994," Kaylor said of the proposed launch date for *The Shirley Show*.

Reynolds said KOVR began preempting *Home Show* last July to pick up Viacom Enterprises' syndicated *Montel Williams* talk strip for 10-11 a.m. (PT). "The ABC people asked why we canceled *Home Show,* and they saw wherever it got pre-empted, it was for a single-host syndicated talk show, so now their thinking is: 'Why not try a single-host talk show?' " Reynolds said. "I think all three networks are guilty of being slow on the draw. The irony for ABC may be that talk has reached the saturation point."



NBC plans a John Tesh/Leeza Gibbons entertainment/talk strip for June 1993, as the network tries to get a piece of the talk pie now divvied up primarily among syndicators

Indeed, the information-based *Home Show* has hovered below a 1 rating most of this season, and another ABC station source, who requested anonymity, said ABC's vice president of daytime, Mary Alice Dwyer-Dobbin, "recognized that something had to be done now, or ABC might have to give the hour back to the affiliates if things got much worse." Dwyer-Dobbin and other ABC officials could not be reached for comment.

NBC, in fact, may have found a way to eliminate concern over getting the Tesh-Gibbons talk show project cleared in more than 80% of the country by allowing Paramount to sell the show in markets where NBC affiliates may decline to carry the show.

According to an NBC source, the network has a "traditional" license fee arrangement with Paramount, but the studio also returns to NBC a small percentage of the cash license fees it acquires from non-NBC markets clearing the hour-long talk show. And NBC affiliates, who will be offered network compensation bonuses if they provide a "quality" morning or early fringe time period, are being promised fatter three-and-a-half-minute local ad splits and possibly up to four minutes in January 1994 if the show performs above national ad guarantees.

"We have to make sure NBC can afford to stay in the daytime business because—outside of the top-10 markets—there's a glut of [local ad] avails in the marketplace, and I'm sure many affiliates would agree it's not in our best interests to have programing schedules and [ad] inventories rest entirely in the hands of the syndicators," said NBC Affiliate Board Chairman Jim Waterbury, who is also president and general manager of KWWL (TV) Cedar Rapids-Waterloo, Iowa.

Lastly, CBS's vice president of daytime, Lucy Johnson, is said to be developing a fall 1993 morning talk show hosted by Gordon Elliott, a 36-year-old Australian native known for "barging" into people's homes for man-on-the-street interviews for Fox O&O WNYW(TV)'s *Good Day New York.* A CBS spokeswoman declined to comment on whether Elliott is being considered for a morning slot, but said several projects are in development.■

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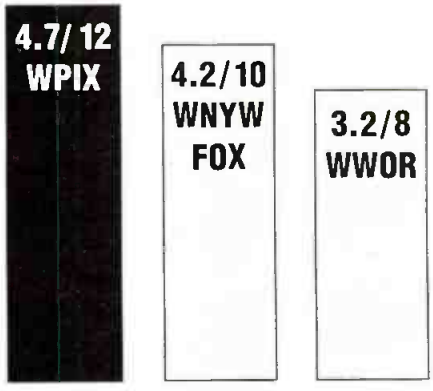
Thanks, everybody!

NIELSEN NOVEMBER '92



TOTAL DAY HH RATING & SHARE

WPIX New York

A Tribune Broadcasting Station

ARBITRON NOVEMBER '92

TOTAL DAY HH RATING & SHARE

Source: Nielsen & Arbitron New York November 1992

FEW CHANGES PREDICTED AT TIME WARNER

With chance to shape company in his own image, Levin expected to follow Ross's lead

By Sharon D. Moshavi

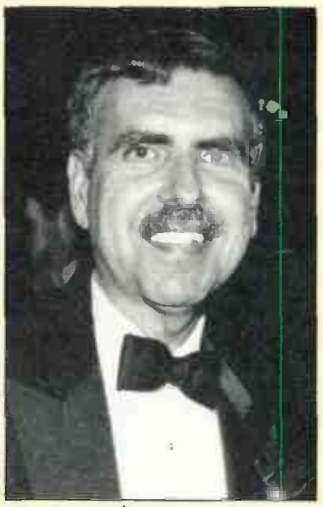
Although Gerald Levin had been at the helm of Time Warner for nearly a year during Steven Ross's long illness, the ailing chairman's influence remained strong. With Ross's death last month (see page 70), Levin now has a chance to reshape the media conglomerate, and most observers think any changes will be subtle, with the company Ross left behind continuing largely as it did under his stewardship. Levin was, after all, picked by Ross, say observers, because they shared much the same vision.

Ross had given the company's division heads (pictured except Arthur Barron, chairman, Time Warner International), all of whom now report to Levin, a great deal of autonomy. Few expect Levin to change the arrangement, but the relationship may be different nevertheless. "How do you replace 25 years of a personal relationship [with Ross]?" asks Ed Atorino, who follows the company for Salomon Bros.

Levin, currently president and chief executive officer, is expected to get the nod for the chairmanship from the board of directors. "Levin's position is more secure than if Ross were still alive," says one analyst. Although there has been talk that one of the division heads would step up to the presidential job, those who follow the company do not think any of the division chiefs would want it. "They are already kings in their own kingdoms," says another analyst, pointing out the power wielded by Robert Daly and Robert Morgado in their respective positions as chairman and CEO of Warner Bros., Inc., and chairman of Warner Music Group.

It is also unclear which—if any—of the division heads will see their stars rise or fall under Levin. But executives such as Michael Fuchs, chairman and CEO of HBO, and Joe Collins, chairman and president of Time Warner Cable, may be well positioned as their cable operations become more central to the company. Dennis Patrick's position as president and CEO, Time Warner Communications, will become increasingly important as well, as Time Warner explores personal communications networks and other ways to develop telephone capabilities through its cable lines.

Robert Daly, chairman-CEO, Warner Bros.



Gerald Levin, currently president and chief executive officer, Time Warner, is expected to be named chairman by the board of directors

Robert Morgado, chairman, Warner Music

Reginald Brack, chairman-president-CEO, Time Inc.

Joe Collins, chairman-president, T-W Cable

Michael Fuchs, chairman-CEO, HBO

Dennis Patrick, president, T-W Communications

Robert Pittman, president, T-W Enterprises

Observers predict Levin's interest in cable will outdo Ross's, who was already committed to creating an interactive home entertainment theater controlled largely through cable. Some think the company will increase the pace of cable system upgrades, which are expected to cost $400 million-$450 million a year over the next three to five years, according to analyst Lisbeth Barron of S.G. Warburg Securities. Funding is likely to come through Time Warner's plan, announced by Senior Vice President Geoffrey Holmes two weeks before Ross's death (BROADCASTING, Dec. 14) to sell off some of its non-cash contributing minority assets.

At the same time, Time Warner will continue, if not increase, its efforts to pare down its debt. Levin and a "more professional rather than insider board may feel less cavalier about the debt than Steve did. The debt really never bothered Ross," says Salomon Bros.' Atorino.

Some have viewed the planned reduction of the size of the board of directors—from 21 members to 15—and plans to include more outsiders on the board as a move to reduce the power of Ross's allies. But others point out that prominent Time Inc. Editor-in-Chief Jason McManus is also losing his seat on the board, and that the change will simply make the company more manageable. Such a move to balance the board between outsiders and insiders "was inevitable," says one analyst. "It should have been done before now." ■

Maggie O'Connell traded her storybook life...

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Comedy
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wild side.
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Break the 30 minute laugh barrier.
Syndication, Fall 1994.
MCATV

1995

Continued from page 4

key programs this season and next. In prime time, affiliates at all three networks will follow closely the performance of programs in two consortiums debuting this month—Warner Bros.' independent TV consortium (*Kung Fu* and *Time Trax*) and Paramount's affiliate-independent lineup (*The Untouchables* and *Deep Space Nine*).

"If those shows take off," offered one affiliate general manager, "I think you'll see a commensurate growth in pre-emptions. But nobody wants to be first. And it will only happen after some intense number crunching that benefits the bottom line."

Another move affiliates will watch closely is KDKA-TV Pittsburgh's preemption of *CBS This Morning* in favor of the *Disney Afternoon* cartoon block. "If that's dramatically successful, CBS could have problems," said one network source. "On the other hand," the source added, "I know of at least five NBC affiliates that crunched the numbers on doing cartoons to replace *Santa Barbara*, and in each case they concluded there just wasn't enough of a market."

On the news front, analysts say network executives will continue to keep a sharp eye on the bottom line and rely increasingly on outside suppliers, including foreign broadcasters and the expanding Reuters Television (formerly Visnews) and APTV, which may launch a planned international news service as early as 1994.

In terms of content, observers expect news coverage generally will become more compelling—or sensational, depending on one's point of view—with increasing competition from Fox, and new network and syndicated news magazines. "In a way, they're almost forced to go that way," said one industry news junkie. "It relates to the fragmentation issue. You're now dealing with viewers who are hot to graze, and you have a limited time to grab their attention and keep it."

In the global news game, services such as CNN, the BBC and others are expected to focus more and more on providing regional feeds to address specific viewer needs. CNN has European, Latin American and Asian feeds and recently acquired a sizable stake in an all-German news channel. The BBC recently started an Asian feed and is contemplating others.

CABLE

An explosion of channels

The year 1995 should prove to be a real test for the cable industry as it adjusts to life with potentially hundreds of channel offerings and a competitive landscape unlike any it has ever seen before.

Long-talked-about compression technology is expected to become reality by 1995, offering many cable subscribers across the country the previously unheard-of selection of 500 channels. Top MSO Tele-Communications Inc. has already gotten the ball rolling by announcing plans to introduce digital compression to its systems, with the bulk of the system converters likely to be sold in 1994 and 1995. And if TCI President-CEO John Malone is correct, MSO's around the country will quickly fall in line with compression plans of their own. Indeed, Comcast Cable Communications and Continental Cablevision are among operators that are said to be closing in on compression deals. One well-placed cable executive says he expects compression announcements from some top MSO's within the next 30 to 60 days. Just how quickly compression technology will be embraced by MSO's could depend in part on the intensity of the competitive landscape, says Glenn Jones, chairman-CEO of Jones International Ltd.

The ammunition supplied through compression technology should prove helpful to cable operators in what could be an intensely competitive market. The telephone companies by 1995 are likely to be knee-deep in their plans to deliver video services via fiber optic cable (New Jersey Bell, for example, is quickly moving along with its plan to rewire the entire state with fiber optic cable by the year 2010, see "In Brief"). Also by 1995, direct broadcast satellite companies plan to have their services available on a widespread basis. And wireless cable companies are busy laying the groundwork for what by 1995 could prove to be another sizable challenge to cable.

The potential for new programing formats and pay-per-view options in the multichannel universe of 1995 is enormous. Discovery Communications Chairman-CEO John Hendricks has talked of actually easing the word "channel" out of the vernacular to soften the potentially intimidating prospect of viewing 500-plus program options. Discovery recently introduced a remote control device that will allow viewers to select from a multitude of channels by programing category, one of a number of sophisticated on-screen guides that are expected to become commonplace by 1995. According to Hendricks, 8 million digital cable consumer terminals across the country will be equipped with the Discovery technology by the close of 1995.

Many cable executives are optimistic about the potential in 1995 for tie-ins with home computers and other interactive services already falling into place. Many cable executives are also optimistic that the worst is behind them when it comes to industry regulation.

"A lot of the future might have to do with the political environment and how much regulation they are really going to impose on everybody," says Jones.

RADIO

Preparing for consolidation

The radio industry is bracing for a period of unprecedented consolidation and technological advances that are expected to bring significant changes by 1995. Because of new ownership rules allowing companies to own as many as four stations in a single market, many in the industry expect the dynamics of radio markets to change, with powerful companies growing larger, more powerful and more profitable and smaller companies enduring even greater competitive disadvantages.

"The number-one megatrend is consolidation of the industry, creating a concentration of power within markets," says Bill Stedding, president of Star Media Group.

While little can be predicted about the scope of such consolidation, it will probably mean fewer jobs. And that

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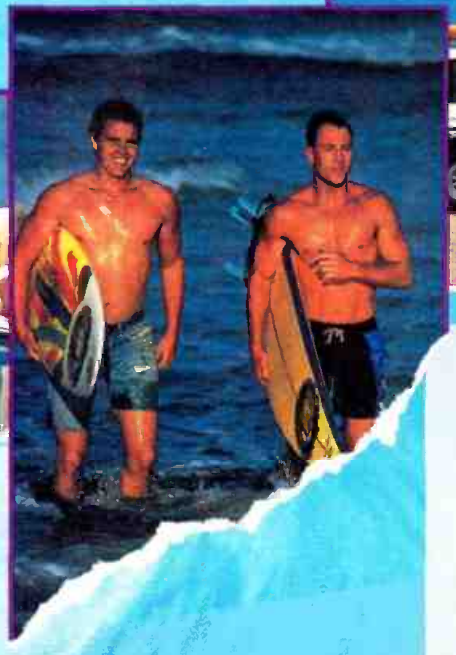
PREMIERING JUNE 1993

THE NEW WAVE IN SYNDICATION!



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trend is likely to be compounded by increasing automation and use of satellite-delivered programing, says consultant Jay Mitchell.

As for digital audio broadcasting, the National Association of Broadcasters hopes testing of in-band, on-channel DAB systems can begin by late 1993, perhaps allowing for market entry in time to head off satellite DAB in 1994-95. The Electronic Industries Association will start testing a variety of terrestrial and satellite DAB systems April 15 (see page 58). Cable programers already deliver dozens of digital services to tens of thousands of subscribers nationally.

In marketing and sales, the industry will likely continue its trend toward more uniform training and techniques. But in some cases, predicts Stedding, stations will eventually concentrate solely on programing and attracting listeners, turning all sales and marketing functions over to multimedia rep firms that will bundle packages of air time and take them to advertisers.

BUSINESS

Hoping for the expected rebound

There are still doubts about how solid an economic recovery in 1993 will be, but most experts are relatively certain the U.S. economy will be on an upward path by 1995. The question is, will it translate into better times for broadcasting.

No one knows with great certainty where interest rates will be, but so far the betting line on Wall Street is that they will not be much higher than they are now, and possibly even lower. Lower rates on government securities would make it difficult for banks to earn money by investing, so they should be earning it instead by lending. While credit should be easy for cable operators, broadcasters may still find loans difficult to get, as more seasoned bankers still remember problem loans of only a few years earlier, some of which may still be on their books.

One reason broadcasters were able to substantially increase advertising prices in the last decade—inflation—may not be back. Although uncertainty about inflation is equal to uncertainty about interest rates, the current signs suggest relatively low rates for the next few years.

TECHNOLOGY

Future tech: digital, step-by-step

Few doubt digital television transmission will become a reality in the U.S. by 1995. How much and in what forms remains debatable. But several experts believe high-definition TV will be part of the mix.

The digital video transmission age began last Friday, Jan. 1, when HBO and Showtime Networks began digital satellite feeds. By early 1994, DirecTv and Hubbard Broadcasting expect to launch all-digital, high-power direct broadcast satellite services to the home. And by 1995, cable operators, microwave TV and telephone companies will have deployed digital receivers in tens of thousands, if not millions, of homes.

But will broadcasters join the fray? "You'll definitely have some broadcasters up and running in 1995, probably more than anyone is predicting," says James McKinney, chairman of the Advanced Television Systems Committee. "Independents like Fox may lead the way, because they're always looking for ways to one-up the networks."

Because digital receivers will handle various data, "broadcasters will realize they are becoming common carriers for all manner of services, and they can make a buck at it," he says.

"You can't separate compression and HDTV," says one Washington policymaker. "The things driving one will drive the other."

Fox Inc. Senior Vice President Andrew Setos believes "the CD-ing of video broadcasting—delivering the same quality the producer heard and saw—is a material improvement, regardless of the number of lines."

Setos agrees the first HDTV transmitters "could be on the air in 1995, easy," assuming the FCC adopts rules by early 1994. "In my cloudy crystal ball, for, say, the 1994-95 season, you'll begin to see existing films transferred to the ATV standard; TV production will begin to migrate to the standard, and live sports will move as quickly as possible.

"I can guarantee you the Super Bowl will be done in full spatial and temporal resolution and local news will not." Whatever the timetable, he says: "I'm optimistic the industry will pick a technology that's good and that makes economic sense."

WASHINGTON

Government regulation

Communications-minded legislators and regulators circa 1995 will closely observe the emergence of the first advanced fiber-optic cable systems featuring up to 500 channels and expanding current cable service to include new digital applications: interactive TV, high-definition and seemingly limitless pay-per-view capacity and perhaps personal communications service. By that time the government and courts may be near decisions on how far to allow telco industry ownership of new super cable systems and video/information-services content in their local telephone service areas (see page 51).

Broadcasters will also have to adjust to the new digital world. Among several low-cost (probably under $1) cable PPV services likely to be offered will be taped retransmission of broadcast network programs. Deciding who should be compensated for those programs—networks, affiliates, MSO's—"will raise a whole new series of problems for the broadcast industry," says John Abel, executive vice president, operations, National Association of Broadcasters.

The networks will finally be free of most, if not all, restrictions on their ownership and syndication of network programs. Despite Hollywood's best efforts to preserve the financial interest and syndication restrictions, the FCC and the courts continued to chip away at them. For the big studio and syndicators, it meant more competition; for the networks, another potential revenue stream.

Ever-present bills to ban beer and wine advertising on radio and TV, to limit or eliminate the deductibility of all advertising and to impose spectrum fees on broadcasters and other FCC licensees will be presented again in 1995 as medicine for social ills and the deficit.

ADVERTISING

Key word is fractionalization

Despite an expected resurgence of the advertising economy by 1995, the continued fractionalization of television will likely mean that everyone will be getting a smaller share of the advertising pie.

By 1995, many of the additional channels will likely be pay per view—which, while they will not take advertising dollars away, could siphon viewership, which ultimately will hurt ad revenue.

As TV has fractionalized, it has lost viewers, which means lost ad revenue, and it looks like that will continue into 1995.

According to BROADCASTING research, despite an increase in total commercial time and the growth of cable, national television gross rating points (defined as the annual average rating times number of spots) have declined in the last five years, and may continue that decline into 1995. The number of available commercial units will have increased 18% by 1995, but due to the trend toward lower viewing levels, gross ratings points (GRP's) will have decreased by 5%, according to BROADCASTING estimates. Fewer GRP's means that television has less product to sell to advertisers.

The GRP decline has resulted from a ratings drop in two categories, network and spot television, and 30-second unit declines in the latter. Although cable and syndication ratings and units have increased, they have not been enough to offset a decline in total television viewing levels.

A bright spot visible on the horizon for television advertising by 1995 is that advertisers may decrease their reliance on consumer and trade promotions, which have eaten into advertising budgets. McCann-Erickson's Robert Coen, senior vice president, director of forecasts, predicts that the move away from these promotions will become apparent as early as this year. ■

For More Late-Breaking News, See "In Brief," Pages 88 and 89

DESALES STREET

I have seen the future (of television), and it is awesome. It is also light-years ahead of where we are today. Get ready.

It begins with digital compression but it goes much further. It involves an entirely new system of programing and organizing television that turns control over to the viewer. We've all heard about that for years, of course, but it's never seemed real before. It does now.

My tour guide to all this was John Hendricks, chief executive officer of The Discovery Channel and, it turns out, a televisionary on his own. Hendricks leapt ahead of the reality that cable would soon (by next year) be able to present 500 channels and addressed the viewer's dilemma in finding his way through such a thicket. His solution: a remote control device (trademarked as Your Choice TV) built on the premise of isolating discrete programs. The buzzword is gateway: electronic guide gateway, HDTV gateway, interactive gateway and digital radio service gateway, to name a few.

You start with menus. First you decide whether to watch entertainment or news or sports or movies or documentaries or CD-ROM interactive or another of 10 or more categories in his prototype system. Then you go to listings of all programs available in the category, with their attendant prices and times. Did you miss *Murphy Brown* on Monday? You'll be able to capture a rerun at your convenience later in the week.

Movies, of course, will be a virtually new medium. Designed to offer video store convenience without the inconvenience of pickup and return (not to mention not being able to find a new film for the first two months of its release), the system at the outset will permit playback of a movie within 10 minutes of the order. Want to stop after 33 minutes? It will remain credited to you for 48 hours; you can come back at will and pick up between 30 and 40 minutes of play.

Radio broadcasters should not too quickly pass over the digital radio gateway mentioned above. In Hendricks's theoretical model some 32 channels are shown—one for almost every format extant. All, of course, of CD quality. Whether this will turn out to be more a problem than an opportunity for incumbent broadcasters only they can determine.

The tab for all this will look more like a phone bill than a current cable bill—and could reach a similar stratosphere. The good news is that the Hendricks device will give you an instant total on your month's viewing—the video equivalent of caveat emptor.

It is beyond the scope of this column to lay out all the possibilities of Your Choice TV—including the Hendricks device's ability to obviate the need for seven remote control devices in the home. But to those who scoff that there aren't 500 channels worth of programing out there I'd say don't bet on it, and to those who say the problem of finding programs will be insuperable I'd say it's history. If Your Choice doesn't make it, something else will, and the new TV will be off to the races.

Ted Turner was the first broadcaster to blaze a trail to cable, an example eschewed by most of his colleagues. To those who have hung back I'd say, it's time. In tomorrow's brave new world of television, there'll be need and room for all.

Tim West

Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

NEW YORK

PRIME TIME CHUNG

CBS News is expected to announce as early as this week the appointments of Susan Zirinsky and Michael Rubin as senior producers on a new prime time magazine to be hosted by Connie Chung. Sources close to the project say CBS is shooting for a late spring or early summer launch. Andrew Heyward, executive producer of *48 Hours*, has been developing the project and will also serve as its executive producer. Zirinsky most recently served as director of political coverage at CBS News. Rubin was a producer on Chung's last magazine, *Face to Face with Connie Chung*. The network announced earlier that Edie Magnus (*CBS Evening News*) and Bernard Goldberg (*48 Hours*) will be correspondents on the new program.

WASHINGTON

SEND YOUR RESUMES TO...

There is mounting speculation that Washington attorney Amy Bondurant, working in the personnel office of the Clinton transition, may be the person responsible for lining up FCC candidates. Now at the Verner Liipfert law firm, she was the top staffer on the Senate Consumer Subcommittee in 1987 when it was chaired by Vice President-elect Al Gore.

CATA GETS CABLE HELP

The Community Antenna Television Association has bolstered its ability to deal with the new cable regulations, hiring long-time FCC attorney Robert Ungar for the newly created post of vice president-general counsel. He is to join the association today (Jan. 4). CATA President Steve Effros says Ungar was among those who drafted the original FCC cable regulations in 1971 and his most recent duties in the FCC Office of Engineering and Technology will help with standards and other sticky technical issues.

FOX CHASES NON-AFFILIATED MARKETS

It appears that Twentieth Television could have two options in clearing the co-owned Fox Broadcasting Co.'s upcoming late-night Chevy Chase talk show in markets that are not served by a Fox affiliate. With 55 non-Fox affiliate markets, Twentieth Television President Greg Meidel says it is likely Fox Net will add *The Chevy Chase Show* when it debuts in fall 1993. Fox Net is the cable programing service (on 500 systems reaching 1.5 million homes) that fills in the white areas of non-Fox affiliated markets by offering system operators Fox programing with which to program a channel as a de facto Fox affiliate. According to a spokeswoman, FBC President Jamie Kellner has said that Chase is an FBC show, even though Twentieth Television is producing it for the network, and has emphasized that Fox Net will handle carriage. Word was apparently slow getting to Twentieth, where a sales executive believed the syndication division would be selling it in syndication in non-Fox markets. In fact, the show is listed in Twentieth's catalog of programs to be shopped on the floor of this month's NATPE convention in San Francisco. **—MF**

LOS ANGELES

GREAT WHITE NORTH II?

Possibly one of the more off-beat shows to make a bow at this month's NATPE program conference in San Francisco is *The Red Green Show*, a half-hour weekly that Hearst Entertainment Distribution is billing as a send-up of local fishing and outdoors shows, following in the tradition of *Second City Television*'s "Great White North" comedy skits. *Red Green*, who is played by comedian Steve Smith, is a co-production of S&S Productions and CHCH-TV Hamilton, Ontario, which along with other Canadian Television (CTV) affiliates airs the series north of the border.

CELLULAR STERN

First it was radio. Then cable TV. Now look for Howard Stern to reach into a new realm: FM Wireless Cable. Granted FCC pioneer status last month, Brighton Beach, N.Y.-based CellularVision plans to bring the nation's first 28 GHz wireless multichannel TV service into New York City and Los Angeles this year. Noting that story in BROADCASTING, Dec. 21, the sales department for Infinity Broadcasting's KROQ(FM) Pasadena, Calif., sought to contact CellularVision last week. Why? To suggest CellularVision use the controversial jock to promote the upstart cable alternative.

MOUNTAIN VIEW

ACTIVE INTERACTIVE

Naysayers about the interactive TV business, and in particular about Interactive Networks Inc., may be paying a price for pessimism. The stock price of the fledgling company has almost doubled in the past month, caused in part perhaps by "short sellers" buying shares in an attempt to cover their negative bets before the stock goes higher. Short sales had risen to roughly 500,000 shares by October, considered high relative to both the stock's average trading volume during most of the year and to the number of shares available to be traded. As of mid-December the short position was only 50,000 less, suggesting further volatility may lie ahead.

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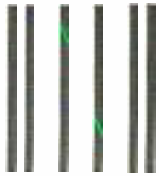

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Monday Memo

"Smart television stations are looking at cable as a new outlet."

Back in my syndication days, I noticed the growing erosion of broadcast audiences (who hasn't?); usually cable got the blame (or credit). One GM acknowledged it but seemed to be whistling in the dark when he said the erosion was inflated due to the Persian Gulf War, and that the audience would return in equal numbers when the war ended. Sure... just like shoppers at The Gap and The Limited have returned to Macy's. (P.S. In that GM's market, broadcasters still draw less than half the access audience.)

While television stations feel the viewers will someday return or think that syndex or the new cable law will bail them out, the fact is the television landscape has changed forever. And the changes are far from over.

By Gary Lico, CableReady Inc., Riverside, Conn.

A few years ago, *Hollywood Squares* was canceled with an 8 rating. Last year, Paramount blasted the trades with an ad trumpeting *Maury Povich* reaching the threshold of a 4 rating. Our standards for success have changed.

Yet positive changes are taking place. Trade and consumer publications are carrying articles about a new spirit of cooperation between broadcasters and cable. There's a string of programs telecast on some combination of broadcast, basic cable and pay cable venues: *Silk Stalkings; Hi Honey, I'm Home; Blindside; VH-1's Top 21 Countdown; Beakman's World; PM Magazine's* spinoff shows on Discovery; *20/20* becomes *Justice Files;* HBO's Anniversary Special on CBS. Exclusivity still has importance, but each venue puts its own spin on a program within its window, attracting a segment of their core audience, often an unduplicated one. A&P doesn't have an exclusive on Campbell's soup either.

When you see these deals listed together, the effect is staggering. This spirit of cooperation has snuck up on us. Many of these previously warring factions are finding a way to work together, increasing their programing opportunities and lowering their costs. From a business point of view, there's hardly a company that doesn't have a presence in more than one camp.

Smart television stations are looking at cable as a new outlet. A handsomely produced program on a universal topic can be re-tooled for national use. If a cable buyer is involved in the preproduction phase, a higher quality effort or higher profile talent can be brought into play.

WTAE-TV Pittsburgh is smart. Every one of the 65 *Cappelli and Company* episodes it produced has songs, variety, fun, education...and not one reference to that city, eliminating a potential problem for the national buyer, in this case, Nickelodeon.

Program sellers know that cable is no longer the parking spot for syndication rejects. On the contrary, the trades are filled with stories of cable getting first crack at off-net hours, movie packages and, with the two *Dad* comedies (*Major Dad* and *My Two Dads*), sitcoms. The days of cable network representatives trolling NATPE for *someone* to sell to them are long gone. Cable is at the front line of major deals, but also has room for creative thinking from station groups, syndicators and independent producers. In fact, cable tends to be more open minded to the kinds of programs and deals that would cause a broadcaster's eyes to glaze over.

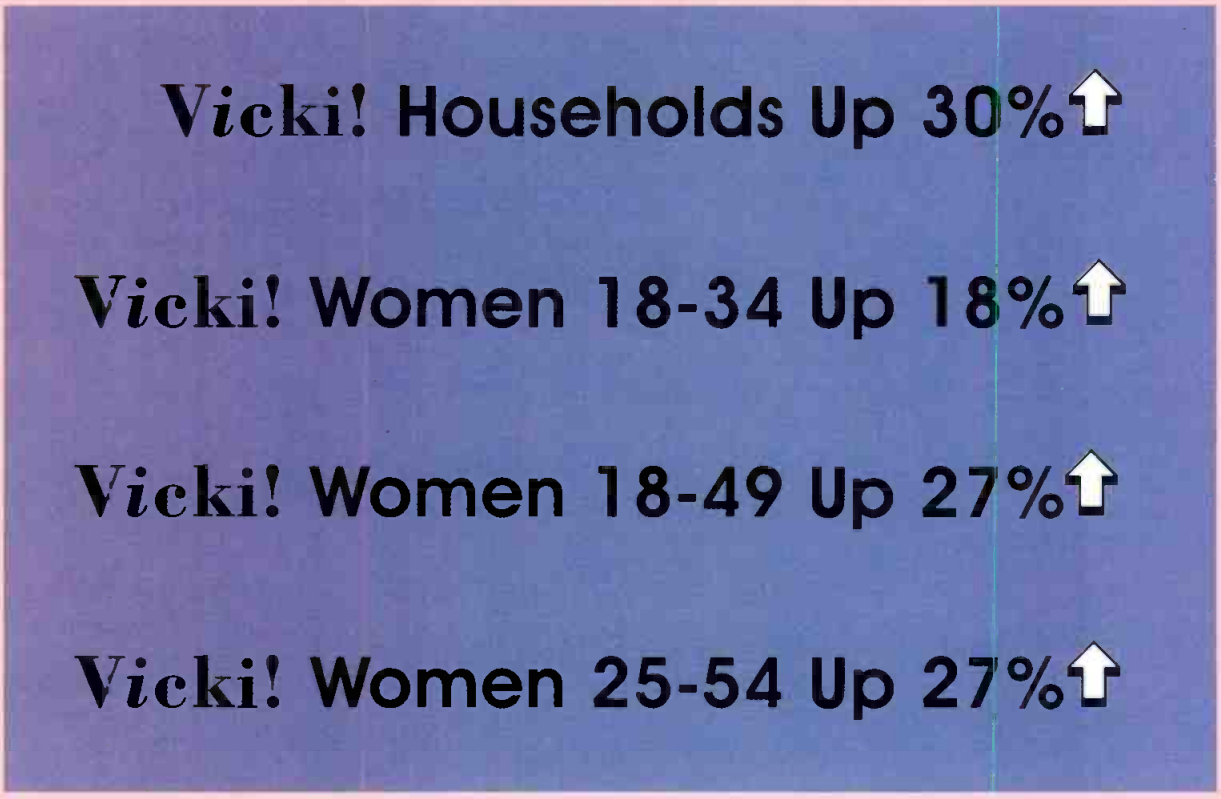
So, while legislation is rarely a way to turn back the clock, solve the problems of a business or arrest the challenge of change, it seems some of us may have found a way to sleep with someone once considered the enemy, generating new revenue along the way.

Maybe we've just adopted the philosophy of Procter & Gamble: If we're going to have some competition, it might as well be us. ■

America's favorite

Because of performance like this:

Share increases vs year-ago programming



Sources NSI November 1992
SNAP-129 markets, unweighted market average
with available year-ago history.

V i c

The Talk Show of the '90s

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renewable resource.

These stations have already signed on for year two:

WPIX New York
KCAL Los Angeles
WFLD Chicago
KYW Philadelphia
KPIX San Francisco
WBZ Boston
KXAS Dallas-Fort Worth
WKBD Detroit
KPRC Houston
WKYC Cleveland
WFLA Tampa
KARE Minneapolis-St. Paul
WCIX Miami
KDKA Pittsburgh
KDNL St. Louis
KOVR Sacramento
WJZ Baltimore
WESH Orlando
KNSD San Diego
WLWT Cincinnati
WOOD Grand Rapids
WAVY Norfolk
WFMY Greensboro
WHAS Louisville
KSEE Fresno
KXAN Austin
KTAL Shreveport
WLEX Lexington
WOI Des Moines
WAND Champaign
KVVU Las Vegas
KVOA Tucson
WTAJ Johnstown-Altonna
WYTV Youngstown
WANE Fort Wayne
WTWC Tallahassee
KGET Bakersfield
KFDA Amarillo
KSWO Wichita Falls
KRCG Columbia
KECY Yuma
and more

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	ABC	CBS	NBC	FOX
MONDAY	15.0/24	13.4/22	11.8/19	NO PROGRAMING
8:00	53. American Det. 7.9/13	8. Evening Shade 14.6/24	18. Fresh Prince 12.8/21	
8:30	30. FBI: Untold Stor 9.4/16	14. Bob 13.5/22	20. Blossom 12.0/19	
9:00	2. NFL Monday Night Football—Dallas Cowboys vs. Atlanta Falcons 17.0/29	11. Murphy Brown 13.7/22	23. NBC Monday Night Movies—Just My Imagination 11.5/19	
9:30		20. Hearts Afire 12.0/19		
10:00		17. Northern Exposure 13.2/22		
10:30				
TUESDAY	11.2/19	14.1/24	9.8/17	NO PROGRAMING
8:00	16. Full House 13.3/23	15. Rescue: 911 13.4/23	69. Quantum Leap 6.5/11	
8:30	20. Hangin w/Mr. C 12.0/20			
9:00	5. Roseanne 16.0/26	9. CBS Tuesday Movie—Parenthood 14.1/24	50. Reasonable Doubts 8.0/13	
9:30	18. Jackie Thomas 12.8/21			
10:00	69. Going to Extremes 6.5/11		7. Dateline NBC 14.8/26	
10:30				
WEDNESDAY	10.7/19	10.2/18	10.3/18	6.5/11
8:00	46. Wonder Years 8.3/15	55. HBO 20th Anniversary 7.8/14	11. Unsolved Mysteries 13.7/24	57. Beverly Hills, 90210 7.6/13
8:30	57. Doogie Howser 7.6/13			
9:00	4. Home Improvmt 16.2/27	34. In the Heat of the Night 9.1/15	25. Seinfeld 10.5/18	80. Melrose Place 5.3/9
9:30	9. Coach 14.1/24		49. Mad About You 8.1/14	
10:00	37. Civil Wars 8.9/16	11. 48 Hours 13.7/25	50. Law and Order 8.0/15	
10:30				
THURSDAY	6.8/17	6.2/15	6.1/15	6.4/16
8:00	73. ABC Movie Special—Santa Claus: The Movie 6.1/15	75. Night Bef Xmas 5.5/14	75. Out All Night 5.5/14	61. Simpsons 7.1/19
8:30		75. Wish for Wings 5.5/14	83. A Different World 5.1/13	69. Martin 6.5/17
9:00		69. CBS Special Movie—A Christmas Carol 6.5/16	62. Cheers 7.0/17	67. ILC: First Season 6.6/16
9:30			63. Wings 6.9/17	82. Down the Shore 5.2/13
10:00	46. Primetime Live 8.3/20		74. L.A. Law 5.9/14	
10:30				
FRIDAY	8.7/19	8.0/17	6.4/14	4.8/11
8:00	40. Family Matters 8.7/20	45. Golden Palace 8.5/20	87. Olympic Christmas 4.0/9	80. Beverly Hills, 90210 5.3/12
8:30	42. Step By Step 8.6/19	42. Major Dad 8.6/19		
9:00	67. Dinosaurs 6.6/14	40. Designing Wmn 8.7/18	53. NBA Basketball—New York vs. Chicago 7.9/17	
9:30	64. Camp Wilder 6.8/14	39. Bob 8.8/18		90. Likely Suspects 3.2/7
10:00	24. 20/20 10.5/22	64. Picket Fences 6.8/14		
10:30				
SATURDAY	7.1/14	9.6/18	7.6/15	7.2/14
8:00	37. Lincoln 8.9/17	56. Miracles & Other Wonders 7.7/15	79. Here and Now 5.4/11	50. Cops 8.0/16
8:30			75. Powers That Be 5.5/10	33. Cops 2 9.2/17
9:00		25. CBS Saturday Movie—The Naked Gun 10.5/20	46. Empty Nest 8.3/16	59. Code 3 7.4/14
9:30			36. Nurses 9.0/17	87. Edge 4.0/8
10:00	89. To Be Free: National Literacy 3.5/7		42. Sisters 8.6/17	
10:30				
SUNDAY	8.5/14	17.5/29	10.3/16	6.4/11
7:00	59. Lincoln 7.4/12	1. 60 Minutes 20.9/35	28. Movie of the Week Sunday—Ghost Dad 10.0/16	86. Batman 4.2/7
7:30				84. Shaky Ground 4.6/8
8:00		6. Murder, She Wrote 15.6/25		34. In Living Color 9.1/15
8:30				30. Simpsons 9.4/15
9:00	29. ABC Sunday Night Movie—Married to the Mob 9.6/16	3. CBS Sunday Movie—Mrs. 'arris Goes to Paris 16.8/28	25. NBC Sunday Night Movie—Opportunity Knocks 10.5/17	32. Married w/Childn 9.3/15
9:30				64. Herman's Head 6.8/11
10:00				85. Flying Blind 4.4/7
10:30				90. Ben Stiller Show 3.2/6
WEEK'S AVGS	9.7/18	11.6/21	8.9/16	6.2/12
SSN. TO DATE	12.3/20	13.1/22	10.9/18	7.7/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT

SYNDICATORS EYE ACCESS OPENINGS

'You Bet' departure heralds no dramatic reshuffling, but offers 'pockets' of opportunity

By Steve McClellan and Mike Freeman

The demise of *You Bet Your Life* is one more indication of how difficult it is to launch a new first-run show in prime access (7 p.m.-8 p.m. ET). The difficulty, industry executives say, is an embarrassment of riches—that is, the success of a number of veteran programs in the daypart, including *Wheel of Fortune*, *Jeopardy!* and *Entertainment Tonight*, which have been on the air since the early 1980's.

Tabloid magazine programs have also anchored firmly in the daypart, including *Current Affair*, *Inside Edition* and *Hard Copy*. Tribune Entertainment tried to squeeze in a fourth magazine strip last season, but opted not to bring *Now It Can Be Told* back as a strip for year two.

Station executives and distributors contacted in the past several weeks say they don't see a dramatic reshuffling of the access deck for next season, although there are, as Twentieth Television President Greg Meidel put it, "pockets of opportunity" for several new programs next year, including packaged repeats of *Cops* (Twentieth) and *Rescue 911* (MTM). Incumbents, including *Hard Copy* and *Family Feud*, are regaining some of the access ground they lost to *You Bet*.

In the first-run arena, most agree that King World's launch of *American Journal* will make the biggest inroads in access among new programs. However, Genesis Entertainment will be scratching and clawing to get its new cops and robbers reality strip, *Real Stories of the Highway Patrol*, in as many key time periods as possible.

Scott Towle, president, domestic television distribution, KWP, says *American Journal* (as of Dec. 28) was cleared in over 65% of the country for next fall. Towle declined to break out *Journal's* clearances by daypart. "The launch has been fast and furious," Towle says. "We have an abundance of good time periods," including early fringe, access and late fringe, he says.

'Rescue' looks for access opportunities.

Genesis Entertainment's *Real Stories* bettered time periods by an average 4 share points with a 5.4/13 average during a two-week November sweeps test in seven metered markets. Genesis is also looking to take advantage of some post-*You Bet* time period availabilities by starting its national rollout of *Real Stories* in March on a cash-only basis, then on a cash-plus-barter basis (one-and-a-half minutes national ad time) starting in September 1993.

"Obviously *You Bet Your Life* is the key player dropping by the wayside," says Phyllis Siefer, vice president, programing and marketing, WNYW(TV) New York. "I don't see another first-run strip coming in and filling the void per se," says Siefer. "But there are several distributors who will benefit," she says, including King World, Twentieth and MTM.

WNYW picked up *Rescue 911*, which the station will put at 7 p.m., in a possible head-to-head battle with *Cops* on WNBC-TV. The latter put *Cops* at 7 p.m. at the start of the season in what many observers thought was a desperation move. But the show performed well, moving the station from last to second place in the time period in November.

"We think *Rescue* will do very well against *Cops*," says Seifer. "They're similar. *Cops* was the first of that kind of show, so it's a little like going against the grandfather."

Rescue has an added twist for stations to think about. The show is a coproduction of CBS. Under the terms of the FCC's prime time access rule, network affiliates in the top-50 markets may air only three hours of programing in prime time supplied by a network. However, MTM has taken the position that *Rescue*, as legally defined, is a documentary series and is therefore exempt from PTAR.

According to MTM Television Distribution President Kevin Tannehill, the company sought a ruling on PTAR's applicability to the show, and was told by the commission it would not make a decision upfront, that it was up to stations to decide for themselves. But the commission will have to get involved if a competing syndicator or a station challenges the program's standing as a documentary.

So far, MTM has announced clearances for *Rescue* by CBS O&O's KCBS-TV Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and WFRV(TV) Green Bay, as well as WNYW, WHDH-TV Boston, KTVT(TV) Fort Worth and KPRC-TV Houston. "Those deals were done prior to mak-

REAL PERF

REAL STORIES = REAL RAT

Source: Nielsen and Arbitron* Household Shares / Metered Market Reports Dec.7-18.

ORMANCE!

NGS!*

+6%

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T. LOUIS/KPLR
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WHEN WE PUT REAL STORIES OF THE HIGHWAY PATROL TO THE TEST ALL ACROSS THE COUNTRY IN EARLY FRINGE, ACCESS AND LATE NIGHT, THE RESULTS WERE ARRESTING! WITH TIME PERIOD RATING INCREASES OF UP TO 57%, THIS HALF HOUR STRIP IS A PROVEN PERFORMER!

REAL STORIES OF THE HIGHWAY PATROL

AVAILABLE TO STRIP MARCH 1993

GENESIS ENTERTAINMENT

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ing this [PTAR-related] discovery," says Tannehill. "Those deals weren't targeted for access, but there may be some shifts," he says. Beyond those clearances, Tannehill says another half-dozen or more stations are "committing to or contemplating access" in the top-50.

Meanwhile, Twentieth's effort to sell *Cops* was given a big boost by the show's performance in select markets during November. KOIN-TV Portland, for example, shot to first place in access with the show. On average, the show boosted the share of men 18-34 by 8 points in the time period. According to Ken Solomon, executive vice president at Twentieth's domestic television division, *Cops* has been cleared by about 35% of the country for a January start, largely by stations replacing *You Bet*, the strip version of *Star Search* and a smattering of other shows.

The show has also been cleared in over 55% of the country for fall 1993, Solomon says. He says that 80% of all *Cops* clearances were for access. The fall '93 deals are all for two years, and the January '93 deals are two and a half years, says Solomon. "We had a flurry of activity last week as the November books came in," he says. "We'll be in real good shape by NATPE [Jan. 24]."

Some incumbents that lost ground in access this season are strengthening their positions following the cancellation of *You Bet*. "We've already recaptured New York, Dallas, Cincinnati and Orlando as of January 4," says Joel Berman, executive vice president, Paramount Domestic Television Distribution, of *Hard Copy*. "We're continuing to sort through other upgrade opportunities."

Other stations expected to move *Hard Copy* into access by the end of the season include WRC-TV Washington and WBAL-TV Baltimore. Now in year four, Berman reports that the show has already been renewed in all of the top-50 markets through the 1995-96 season, and 75% sold for next season.

Another distributor courting *You Bet* and *Star Search* stations is All American Communications with its incumbant game show, *Family Feud*. KCBS recently upgraded *Feud* to replace *Search* in access. Tony Intellisano, All American's executive vice president of distribution and marketing, said *Feud*, which is cleared in 80% of the U.S., has also moved into *You Bet*'s former access slot on NBC affiliate WGRZ-TV Buffalo, the 38th-ranked ADI market. ■

WHAT'S GOT WCBS & WPIX SHARING A BITE OUT OF THE BIG APPLE ?

NBC'S LATE-NIGHT LAMENT: LENO OR LETTERMAN

As counter-offer deadline nears, network may have to look at November sweeps bottom line

By Mike Freeman

While it is widely believed that NBC President and CEO Bob Wright and NBC Entertainment President Warren Littlefield are concocting a mega-buck counter-offer (including a prime time series development deal), it is also likely both executives have been busily pouring through November sweeps ratings, which indicate *The Tonight Show with Jay Leno* is not performing any worse than competing late night fare.

If NBC is planning on out-bidding CBS's reported $16 million-a-year offer for Letterman's services, does the 10-year NBC veteran have the upside potential to vastly improve on Leno's rating levels? Or, perhaps more importantly, with a Letterman salary at five times the rate of Leno's rookie pay, would a fatter payroll vastly reduce the profit margin NBC already enjoys?

Judging from Petry Television's late

BATMAN TOPS 2-11

In the first major sweeps test for The Fox Children's Network two-hour early fringe cartoon block, *Batman* emerged on top of the key kids 2-11 demographic ratings with a 9.2 rating/34 share in the Nielsen November sweeps (NSI SNAP ratings, November 1992), thus helping Fox affiliates improve 10% (3 share points) over their November 1991 time period averages, according to Petry Television research. Finishing second in the hotly contested kids demo was The Disney Afternoon's newest spoke, *Goof Troop*, which earned an 8.8/33 average (remaining even with year-ago time period levels). The year-to-year ratings for the remaining animated series reamained flat or exihibited slight declines, with FCN's *Tiny Toon Adventures* turning in an 8.6/34 average and DA's *Darkwing Duck* and *Talespin* animated strips posting respective 7.3/31 and 5.8/29 November averages. Group W Productions' *Teenage Mutant Ninja Turtles*, which is going to USA cable network at the end of this season ("Closed Circuit," Dec. 21), ranked fifth with a 4.8/28 average.

The Best Is Yet To Come!

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Richard Dreyfus
The Temptations
Christopher Walken
Katey Sagal
Andy Garcia
Jack Lemmon
Christina Applegate
Leonard Nimoy
Rob Morrow
Patti La Belle
James Earl Jones
And Many More!

WHOOPI Is Lining Them Up For '93!

+11% BOOK TO BOOK GROWTH!*
Average Metered Markets

New York	WWOR	+40%
Chicago	WPWR	+167%
Dallas	KXAS	+22%
Atlanta	WATL	+20%
Houston	KHOU	+7%
Baltimore	WJZ	+18%
Kansas City	KCTV	+78%
Charlotte	WJZY	+40%
Cincinnati	WCPO	+18%

*Source: Nov.'92 Nielsen Metered Market Shares vs. Oct.'92.

THE Whoopi GOLDBERG SHOW

Produced in association with One Ho Productions

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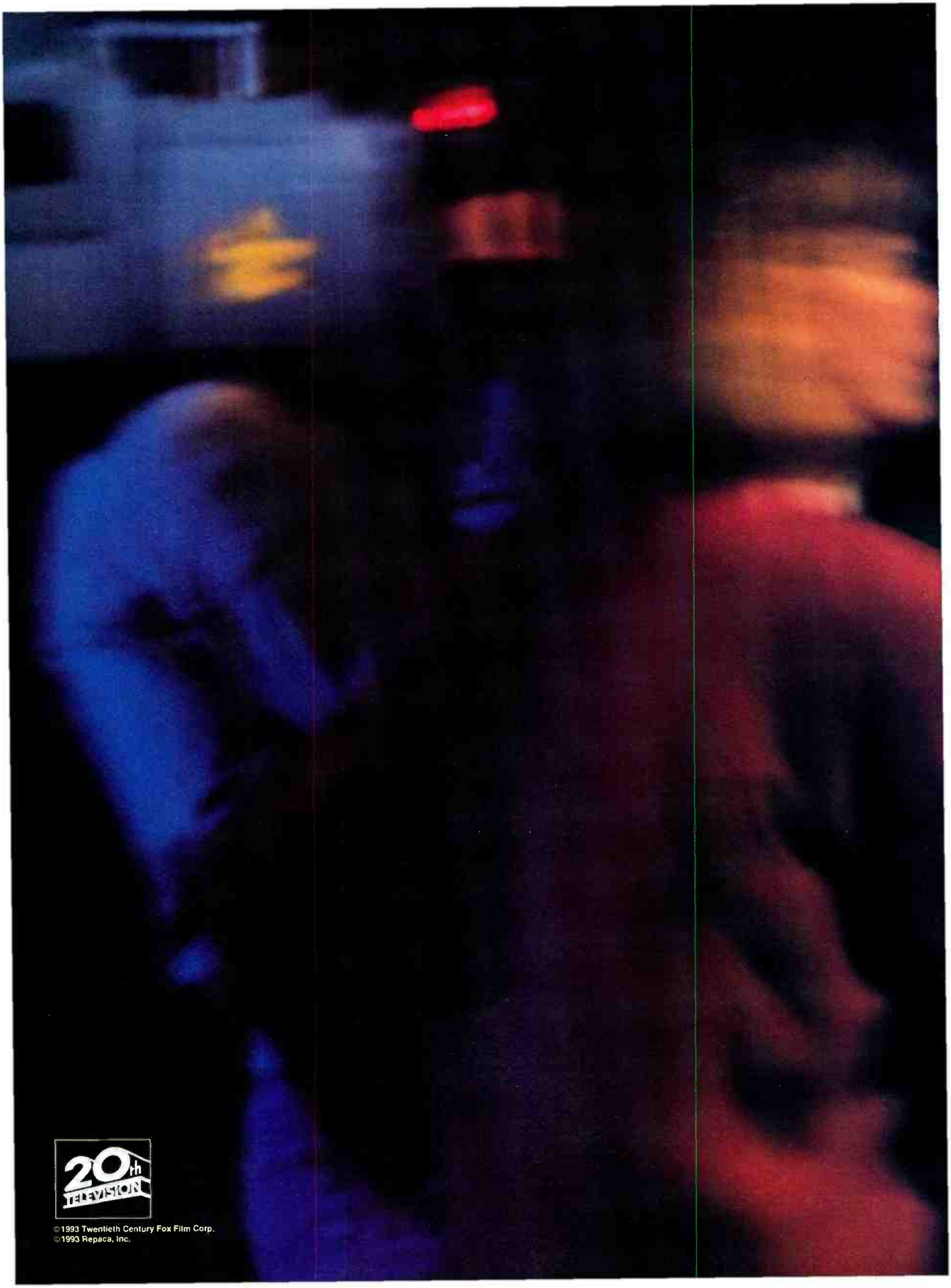

20th TELEVISION

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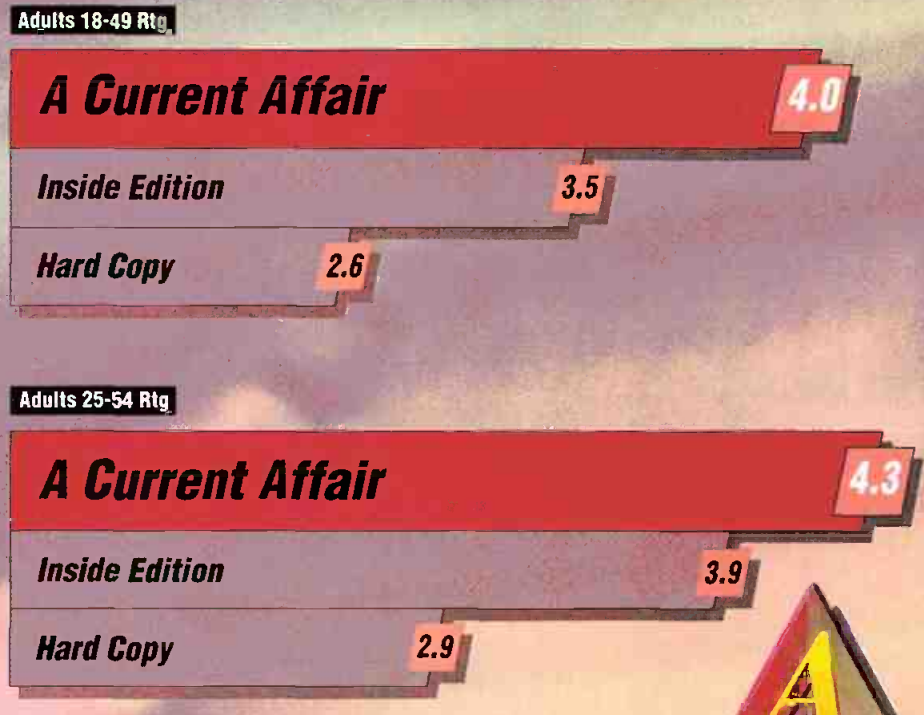
It's what keeps us #1. Gutsy, breakthrough reporting –with exclusives the others just don't get. That's why A Current Affair beats the competition in key adult demos, sweep after sweep. If you're looking for an access powerhouse that turns on the people who turn on the news, get the original. A Current Affair–the best news in syndication.



Source: NSS Oct. 26 - Nov. 22, 1992.

A Current Affair

The #1 Reality News Program

night daypart research analysis of the Nielsen (SNAP) November sweeps, *Late Night with David Letterman* has shared a similar pattern of erosion with Leno's *Tonight Show*.

Out of the recently completed sweeps, *Late Night* turned in a 2.2 rating/18 share household average (NSI), down 2 share points or 10% from Letterman's 2.3/20 average in the comparable November 1991 sweeps period. More significantly, among his core male 18-34 demographic group, Letterman's 1.8/23 average was 4 share points lower (down 15%) than his year-ago 2.0/27 average.

While Letterman airs in the lower HUT level 12:30-1:30 a.m. time period (ETPT), his losses appear to be consistent with that of *The Tonight Show* and syndicated late night strips.

Since taking over the host chair for Johnny Carson, Leno has kept *The Tonight Show* within NBC's expectations, even though the veteran standup comedian recently told The Associated Press he hasn't exactly been given a

WHAT DOES WGN DO TO BLOW THEM AWAY IN CHICAGO ?

BI-COASTAL

Keeping up with the TV set from Burbank to Sixth Avenue

Go west

The western action-adventure series genre is about to undergo a dramatic makeover—1990's style—with former *Head of the Class* cast member **Khrystyne Haje** headlining as "lawperson" *Marshal Charley*, a first-run 1993 syndicated weekly half-hour series for fall 1993. Haje and her four older brothers have formed Haje Productions and are billing *Marshal Charley* as a "family-oriented action western," which has begun principal photography in Arizona. Red Hen Distribution (RHD), a recently formed independent Los Angeles-based syndication house, will be launching sales of 26 original episodes and an hour-long holiday special (under a 52-week contract) at this month's 1993 NATPE International conference in San Francisco (Jan. 24-28).

Coffee, tea or Bart

If a major studio is concerned about competing against other distributors to make its product stand out from the crowd later this month at the 1993 NATPE conference in San Francisco, what is the best way to guarantee a captive audience? According to a source closely connected with Twentieth Television, the Fox Inc. syndication division has planned a captive audience for *The Simpsons* by striking an agreement with Continental Airlines and Qantas Airlines for the in-flight airing of *Simpsons* episodes. The deal with Continental will cover all North American flights en route to San Francisco the weeks preceding and during the convention (Jan. 24-28, 1993), and the Qantas flights, which the source jokingly asserted were added to impress Fox Inc. Chairman **Rupert Murdoch**'s former countrymen, will include all Australian in-bound flights as well as other international routes served by the carrier.

"With all the billboard, print and television advertising that syndicators are buying for NATPE, it is sometimes difficult to fight through the clutter," said the source. "At least this way, the only way TV executives are going to miss seeing *The Simpsons* is if they bring a parachute."

Go west, part II

Western-themed shows (see above) may indeed be making a comeback. With the Prime Time Entertainment Network and its consortium of independent stations already slated to air Warner Bros. Domestic Television Distribution's five-part *Wild West* documentary series this March (in addition to regular series programming, *Kung Fu: The Legend Continues* and *Time Trax*, premiering later this month), another Time Warner division, Time-Life Television, is looking to pitch the consortium on its own ten-hour series, tentatively titled *Native Americans*.

Shaw's vivid assault on sexism

Jane Fonda take heart: CNN anchor **Bernard Shaw** does not lust after your husband, his boss, **Ted Turner**. He said as much recently in an otherwise quite serious speech addressing sexism in American society. "My boss is Ted Turner," Shaw told a crowd at the New York Society for Ethical Culture in mid-December. "When we are together I don't greet him by, 'Hi Ted, honey,' or 'darling' or 'sweetie.' I don't have fondling thoughts and wandering hands with him. And if I don't do that with him, or with other males with whom I work, what makes me think I should be able to do it with women?" Shaw also targeted television news as an industry that needs to get its own house in order as it reports the improprieties of others. "There are men over age 50 on television reporting news," he said. "They are wrinkled, gray and some are bald. They are experienced. It is time for television and our nation in general to stop this deluding fixation with youth, and respect the right of women, especially in television news, to wrinkle and to gray on the job."

THE BIG GAMES ARE HISTORY!

ENTERTAINMENT TONIGHT ROUTS

The final score wasn't even close. ENTERTAINMENT TONIGHT swept past every opponent in November with adults 18-49 and 25-54. An upset? Hardly. E.T. has been dominating the access game with young demos—season after season. When it comes to keeping crowds cheering, stations can count on ENTERTAINMENT TONIGHT to always be ahead of the game.

Source: NTI AA% 10/25 - 11/20/92. "A Current Affair's" ratings for 11/16 - 11/20/92 are being reprocessed.

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"WHEEL" AND "JEOPARDY"... AGAIN!

	A18-49	A25-54
ENTERTAINMENT TONIGHT	**5.0**	**5.6**
Wheel of Fortune	4.5	5.5
Jeopardy	4.5	5.3
A Current Affair*	3.9	4.3
Inside Edition	3.5	3.9

ENTERTAINMENT TONIGHT

Paramount

A Paramount Communications Company

DEBUTING FIRST-RUN STRIPS

TALK SHOWS

The Chevy Chase Show ..... (Twentieth)†
The Bertice Berry Show ..... (Twentieth)
The Les Brown Show ..... (King World)
The Ricki Lake Show ..... (Columbia Pictures)

REALITY-BASED MAGAZINES

American Journal ..... (King World)
Teen Court ..... (Group W)
Wavelength ..... (Rysher)
Real Stories of the Highway Patrol ..... (Genesis)

GAME SHOWS

Caesars Challenge ..... (Cannell)

CHILDREN'S

The Adventures of Sonic the Hedgehog ..... (Bohbot)
Bonkers ..... (Buena Vista)
Captain Planet ..... (Turner Program Services)
Conan the Adventurer ..... (Claster)
Dirt Clods ..... (Gunther-Wahl)
Earthship Pyramid ..... (Gunther-Wahl)
The Hallo Spencer Show ..... (Saban)
Mr. Bogus ..... (Zodiac)
The Pink Panther ..... (Claster)
XUXA ..... (MTM)

NEW FOR NATPE

The development and launch of fall 1993 syndicated talk strips has come down to a handful of major studio players banking on such new faces as Bertice Berry, Les Brown and Ricki Lake, compared to eight freshmen talk vehicles at last year's NATPE convention. One common thread among the new crop of talkers is the drive for 18-34 demographics and, in some cases, the teen audience (*Wavelength*, for example), as reported in BROADCASTING's talk show special (Dec. 14, 1992).

As the 1993 NATPE International conference prepares to convene (Jan. 24-28) at San Francisco's Moscone Center, the major distributors have shied away from late-night talk development, at least until David Letterman's late-night fate is decided. Certainly the specter of an 11:30 p.m. Letterman talk show on CBS has thrown fear into the hearts of many a syndicator, given the potential for increased fragmentation of an

KEY TO SYMBOLS:

1 Two-hour back-door pilot that may launch as 1993-94 weekly series
2 Weekly action-adventure hours launching in January 1993
Off-cable series
+ All-barter series

FIRST-RUN WEEKLIES

REALITY-BASED

Clever Cleaver Brothers ..... (MG/Perin)
Crusaders ..... (Buena Vista)
Firefighters ..... (Grove Television)
Front Runners ..... KOMO-TV Seattle/TLK
Mental Soup ..... (MG/Perin)
MotorWeek ..... (ITC)
Mouth Off ..... (Hearst)
Prime Suspect ..... (Rysher)
VH1 Top 21 Countdown ..... (All American)
Guess? Television ..... (Western International)

CHILDREN'S

Biker Mice From Mars ..... (Genesis)
Exosquad ..... (MCA TV)
My Little Pony Tales ..... (Sunbow)
Mad Scientist's Toon Club .....
New Adventures of Speed Racer .....
Star Kids Challenge .....
Transformers Generation 2 .....
Twinkle .....
Untitled weekly .....
Untitled weekly .....

HOUR ACTION-

Acapulco H.E.A.T. .....
Babylon 5 .....
Bonanza: The Legends of Ponderosa .....
Kung Fu: The Legend Continues .....
Star Trek: Deep Space Nine .....

HOW DOES FOX STATION WSVN MAKE A GIGANTIC SPLASH IN MIAMI ?

strong vote of confidence from the network.

During the November sweeps, Leno's 4.6/18 household average was down 5 share points from *The Tonight Show*'s 5.3/23 average, but it should be noted that following Carson's June 1991 retirement announcement, his rating levels climbed significantly during his four succeeding "farewell" sweeps periods.

Since Leno's entry, however, NBC researchers have been touting his gains among the younger demographics, but it wasn't evident in the most recent sweeps, with Leno down 18% and 19% in share among 18-34 female (2.0/14) and male (1.8/13) demo groups, respectively. Leno has also continued to lose some of Carson's core older 25-54 demographics, with women down 19% (2.8/17) and men similarly declining 21% (2.4/15) in year-to-year sweeps.

IN A NUTSHELL

already declining HUT level daypart.

As for first-run programing, the number of stripped and weekly children's series entering the market indicates further healthy growth of that genre (see special report, Aug. 31, 1992); somewhat robust station demand for reality-based programing (see story, page 23); and apparently reemerging viewer interest in long-form action-adventures, as evidenced by the launches of Paramount's *Star Trek: Deep Space Nine* and Warner Bros./Prime Time Entertainment Network's two-hour block.

Even in the cash-conscious, post-*Cosby Show* era, there seems to be heightened interest in the off-network marketplace, as *The Simpsons* leads over a dozen stalwart sitcoms into an already crowded sales market for the 1993-94 through 1995-96 broadcast seasons.

The following is a list of new programing wares distributors will be shopping at NATPE.

* Stations can trigger show in fall 1993, remaining launch in fall 1994
** Currently in slow rollout; many markets will trigger in fall 1995
*** Off-first-run syndicated series
† Twentieth is producing show for Fox Broadcasting, but will be selling it in syndication to non-Fox markets.
†† 13-week summer test.

Family Matters ..... (Warner) +
Harry and the Hendersons ..... (MCA TV) ***
Rescue 911 ..... (MTM)

1994-95 HALF-HOURS

Doogie Howser, M.D. ..... (Twentieth)
Evening Shade ..... (MTM)
Fresh Prince ..... (Warner)
The Simpsons ..... (Twentieth)

1995-96 HALF-HOURS

Blossom ..... (Buena Vista)
Dinosaurs ..... (Buena Vista) +

1995-96/1996-97 HALF-HOURS

(No formal launch dates set)

Herman's Head ..... (Buena Vista)
Home Improvement ..... (Buena Vista)
In Living Color ..... (Twentieth)
Parker Lewis ..... (Columbia Pictures)
Roc ..... (Warner)
Seinfeld ..... (Columbia Pictures)
True Colors ..... (Twentieth)

1994-95 HOUR OFF-NET

Beverly Hills 90210 ..... (Worldvision) +
Northern Exposure ..... (MCA TV) +

..... (Saban)

..... (Group W)
..... (Litton)

..... (Claster)
..... (Zodiac)
..... (Hearst Animation)
..... (Viacom)

ADVENTURES

..... (All American)
..... (Warner/PTEN) [1]

..... (Network Ventures)

..... (Warner/PTEN) [2]

..... (Paramount) [2]

Time Trax ..... (Warner/PTEN) [2]
The Untouchables ..... (Paramount) [2]
Okavango ..... (Rysher)
Baywatch companion ..... (All American)
Highlander companion ..... (Rysher)
Street Justice/Renegade companion ..... (Cannell)

HALF-HOUR ACTION-ADVENTURES

Marshal Charley ..... (RHD)
Paradise Beach ..... (Genesis) ††

DEBUTING OFF-NET SERIES

1993-94 HALF-HOURS

1st & Ten ..... (Western International) #
Coach ..... (MCA TV) *
Cops ..... (Twentieth) **
Empty Nest ..... (Buena Vista)

IT'S THE SFM HOLIDAY NETWORK

15 YEARS OF FIRST-RATE FAMILY FEATURES CARRIED ON MORE THAN 150 STATIONS NATIONWIDE.

SFM Holiday Network

The lone star shining in late night has been Multimedia Entertainment's half-hour *Rush Limbaugh* strip, which posted a 2.3/17 household average and is in a neck-and-neck battle with Paramount's *Arsenio Hall* (at a 2.6/12 home average).

On top of *Limbaugh* boosting stations' household averages by 55% (1.9/11) in his first sweeps outing, he also improved year-to-year time period demo performances by 120% with men 25-54 (1.6/22) and 91% with men 18-34 (1.5/21). *Limbaugh* also upped time period performances among both of the female demo groups by 55% and 27%, respectively, which is notable given that his brand of Conservativism was said to have a strong appeal only with men.

The increased late-night competition is apparently continuing to wreak havoc with *Arsenio*'s core 18-34 female and male demo groups, both of

Rule The

From the creators of the Emmy-nominated animated series, "Back To The Future" and "Fievel's American Tails" comes EXOSQUAD. This futuristic action-adventure half-hour is the first in a series of kids and family entertainment from the "Universal Family Network."

Robby Benson, the acclaimed voice of Beast, in the animated "Beauty And The Beast," stars as Mace, the leader of the resistance, fighting to save

UNIVERSAL CARTOON STUDIOS

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Weekend.

mankind in the 22nd Century. Heart-pounding action, one-of-a-kind characters and a compelling story all come alive with the latest, technically superior animation techniques.

EXOSQUAD is the future of kids television. With 13 advertiser-supported half-hours for September '93, and enough episodes to strip in September '94, it's your opportunity to command the forces that will rule the weekend... and beyond.

MCA TV

which posted 20% share declines with 2.6/16 and 1.8/12 averages, respectively. While his female demographics are still considered fairly strong, a year-and-a-half pattern of consistent erosion among that group is likely to be a continuing source of concern for client stations. ■

THE RETURN OF HARMONY GOLD

Harmony Gold is reentering the domestic syndication business, sort of. Initially, the reentry will be very limited, with the company, run by Frank Agrama, agreeing to distribute programs owned by Silvio Berlusconi Communications (SBC) in the U.S.

Harmony Gold, which pulled out of domestic syndication two years ago, will be at the NATPE convention in San Francisco later this month to size up interest in the SBC product. "We're not quite sure yet what the best avenue for this product is, over-the-air television or cable," said Alan Letz, director of sales at Harmony Gold. "The problem with syndication, as we found out five years ago, is you really need to keep the product pipeline filled," to justify the staff needed to sell market by market, he said. A decision on whether to gear up again fully may not come for a year or more, said Letz. **—MF**

TIME-LIFE SLATES NON-FICTION PROJECTS

Production of 'American Indians,' two others will begin once buyers lined up

By Sharon D. Moshavi

One of the first ventures expected to come from Time-Life's $30 million foray into non-fiction television programing will be *The American Indians*, a 10-hour series the Time Warner division is negotiating to sell to the Prime Time Entertainment Network station consortium.

Time-Life Television, which will be headed by former Turner Broadcasting executive Joel Westbrook, is looking for buyers for two other development projects as well: *True Crime*, a series of 10-12 one-hour shows exploring the mind and background of a murderer, and *Lost Civilizations*, 10 one-hour segments focusing on ancient civilizations. The *True Crime* production budget is slated at $500,000 per episode, and *Lost Civilizations*, which will use 3-D animation and other computer graphics, is budgeted at $1 million per episode.

Westbrook says he wants three series (likely these and *The American Indians*) in production by the end of 1993.

None of these series nor any other will enter production until buyers are lined up, Westbrook said. The most likely prospects, he said, are cable networks, including Discovery, Arts & Entertainment and Turner Broadcasting. Time-Life is looking for a straight license fee, with no barter and no co-production partners. The rest of the deal, including ancillary rights, is "flexible," he said.

Time-Life hopes to cover its production costs through domestic and international license fees. The next window—home video—is where the company hopes to bring in the profit. The company has had a string of successes in home video, but in documentary series produced by others, not themselves. Time-Life will base much of its non-fiction programing on existing and future Time-Life book series. ■

The University of Chicago announces the William Benton Fellowships in Broadcast Journalism for 1993–94

We'll pay you to think!

The William Benton Fellowships in Broadcast Journalism at the University of Chicago offer a *nine-month academic program* for mid-career radio and television journalists. The *stipend* is generally equivalent to full salary. The program is supported by Encyclopaedia Britannica, Inc.

Fellows choose their own programs of study at this world-renowned institution.

Nobel Prize winners and top international newsmakers and journalists lead *small seminars*. The year ends with an *international seminar*, which in past years has included trips to Russia, South Africa, and Hungary.

The *application deadline* is February 1, 1993. *For more information*, write to John D. Callaway, Director, William Benton Fellowships, The University of Chicago, 5737 University Ave., Chicago, IL 60637.

ERRATA

Due to typographical error, Dec. 21, 1992, issue reported incorrect share point drop for ***Arsenio Hall*** during November 1992 sweeps, compared to time period performance with previous November. Correct figure, based on Petry Television analysis of Nielsen November books, is **2 share point drop.**

CHICAGOLAND JOINS REGIONAL NEWS RANKS

Combining resources with newspaper, Tribune hopes to break even in 3-5 years

By Rich Brown

In what could be the last major regional news network launch for some time to come, Tribune's ChicagoLand Television News is scheduled to begin operations this week as a 24-hour service for an estimated 600,000 households in the Chicago area.

Tribune is said to be investing about $10 million in the project at a time when many industry executives—responding to a difficult economy and a tough regulatory environment—say they would hold off on regional cable news launches.

"When Tribune puts a project into motion, it's because they have a long-term commitment," said ChicagoLand Vice President and General Manager Bob Gremillion, who has been working on the project for three years. He said he expects the channel to break even within three to five years.

One way ChicagoLand hopes to keep costs down will be through combining the newsgathering resources of the Tribune-owned *Chicago Tribune* and its eight suburban bureaus with the regional network's 120-person staff. Both the newspaper and the network will work side by side in one newsroom that will also serve as a studio for the channel.

Chicagoland Television News anchor Monica Schneider in a pre-debut run-through

The newspaper connection is one of a number of synergies ChicagoLand will have with other Tribune-owned properties. The cable channel will provide simulcast and delayed telecasts of noon news broadcasts by WGN-TV, Tribune's Chicago television station. The company's Chicago radio station, WGN-AM, will provide up-to-the-minute traffic reports and live coverage from neighborhood festivals and events. There are even plans for ChicagoLand to link with Tribune's Chicago Cubs baseball team by broadcasting live many of the games blacked out by Major League Baseball and providing late-night repeats of all weekday afternoon Cubs games.

The new service is launching with roughly half the 1 million-plus subscribers Gremillion said he hopes to have by second quarter 1993. ChicagoLand now has approximately 600,000 households through affiliations with Tele-Communications Inc. and Continental Cablevision, both of which have been given the service free for one year. Area holdouts—including Metrovision, Prime Cable, Post-

UNDERWRITERS NOT READY FOR 'READY'

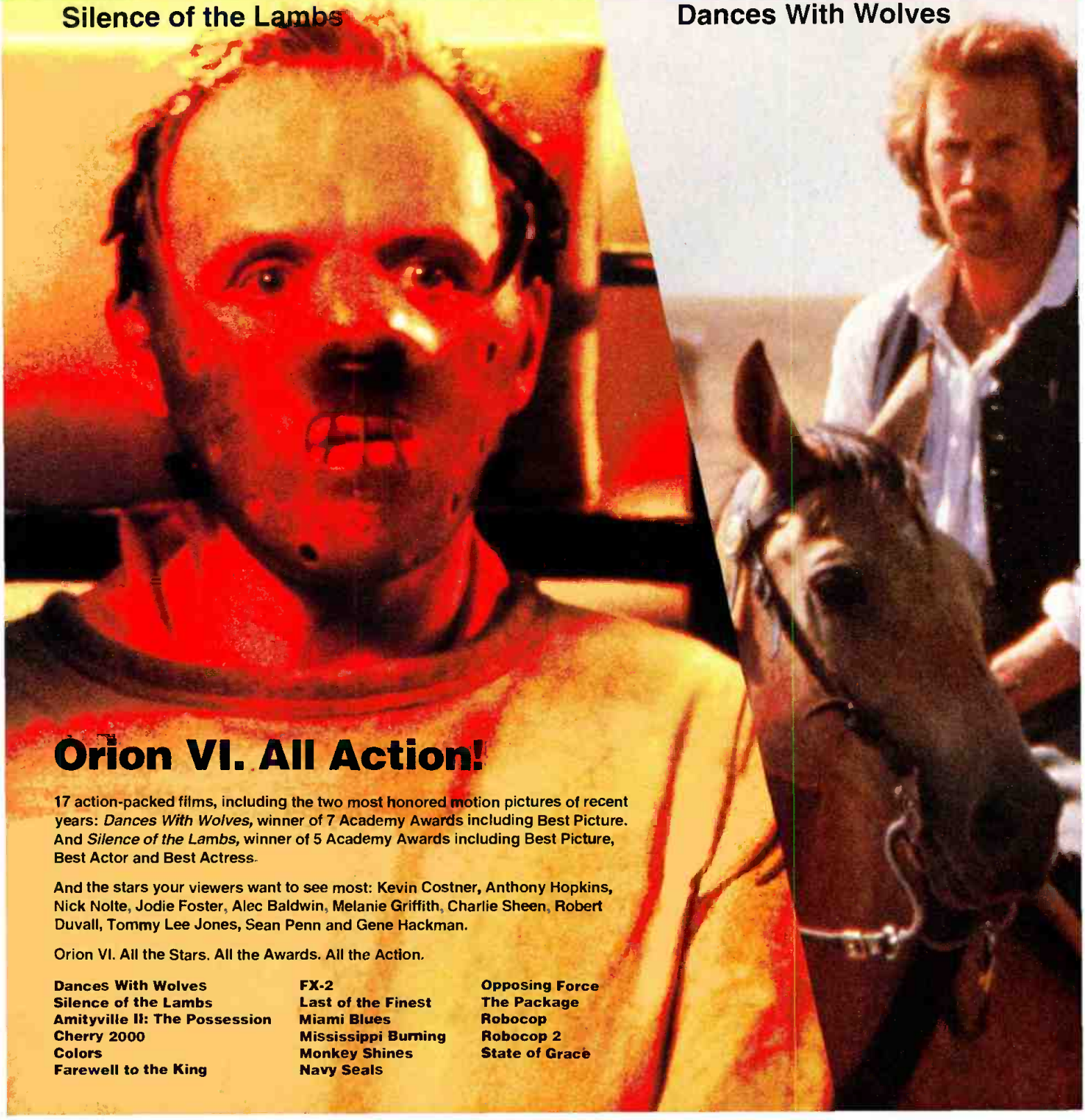
The Learning Channel last Monday launched its six-hour daily block of commercial-free preschool programing, *Ready, Set, Learn*, without the corporate underwriters and foundation underwriters that parent company Discovery Networks had hoped to have in place for the debut. Yet, despite the difficulty in attracting underwriters, *Ready, Set, Learn* appears to be proving helpful in attracting operators to TLC: cable operator commitments representing roughly 1.5 million additional subscribers have signed on to carry TLC since the company announced its plans to add the preschool block last August, according to a company spokesman.

The Discovery spokesman also said TLC's sister service, the Discovery Channel, has put on "indefinite hold" its plans to launch a weekend morning kids block. **—RB**

LAMBS, WOL

Silence of the Lambs

Dances With Wolves



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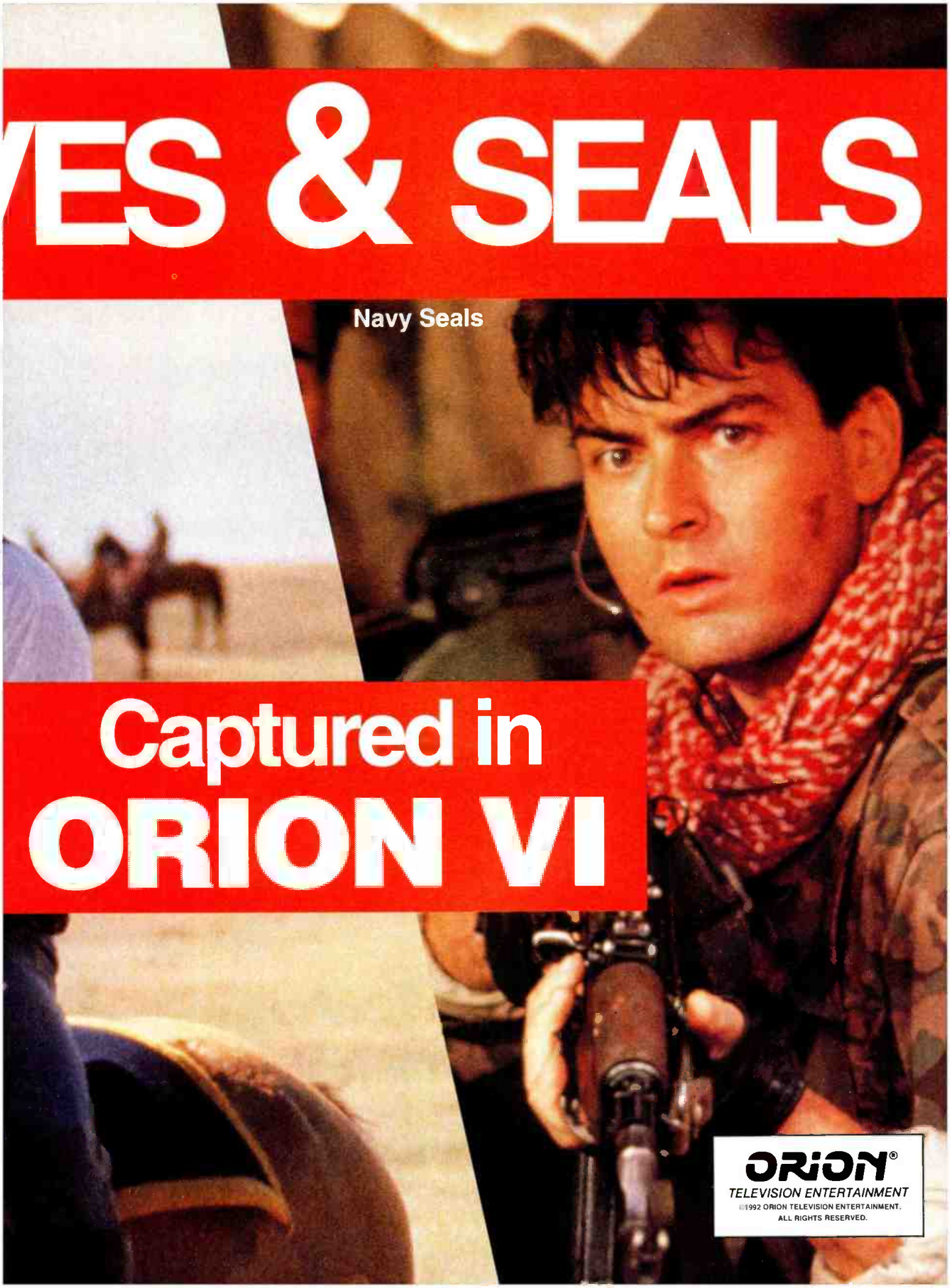
Cherry 2000
Colors
Farewell to the King
FX-2
Last of the Finest
Miami Blues
Mississippi Burning
Monkey Shines
Navy Seals
Opposing Force
The Package
Robocop
Robocop 2
State of Grace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Traditionally, once a year, the broadcast network entertainment heads have lunch together at one of the IRTS monthly meetings. This year, the IRTS and *Broadcasting Magazine* are expanding this luncheon meeting into an all-day seminar that will include panel workshops with industry leaders from every aspect of the broadcasting and cable fields. They'll define the problems and even offer some solutions to the industry's most complex issues that affect your future.

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—THE NEW REALITIES
FRIDAY, FEBRUARY 19, 1993
WALDORF-ASTORIA, NEW YORK CITY

9:00-9:15 AM — **WELCOME/OVERVIEW**
Empire Room
Donald V. West
Broadcasting

9:15-10:00 AM — **THE KEYNOTE HOUR: A WAKE-UP CALL FOR THE 90'S**
John C. Malone
Tele-Communications, Inc.

10:15-11:00 AM — **THE GREAT DEBATES REVISITED**
MODERATOR
Donald V. West
Broadcasting
DEBATORS
Ave Butensky
Television Bureau of Advertising
vs.
Robert H. Alter
Cabletelevision Advertising Bureau

11:00-NOON — **THE ADVERTISING AGENCY OUTLOOK**
MODERATOR
Carolyn Wall
News America Holdings, Inc.
PANEL
Jerome H. Dominus
J. Walter Thompson USA
Betsy Frank
Saatchi & Saatchi Advertising
Marvin Goldsmith
ABC Television Network
James L. Greenwald
Katz Communications, Inc.
Stephen Grubbs
BBDO
Philip Guarascio
General Motors North America
Robert Watson
AT&T

12:30-2:00 PM — **NEWSMAKER LUNCHEON**
Grand Ballroom
Broadcast Entertainment Network Heads

2:15-3:15 PM — **THE BIG, WIDE, WONDERFUL WORLD OF TV SYNDICATION**
Empire Room
MODERATOR
G. William Ryan
Post-Newsweek Stations
PANEL
Steven Goldman
Paramount Television Distribution
Robert Jacquemin
Buena Vista Television
Dick Robertson
Warner Brothers Domestic Television Distribution
John Ryan
Worldvision Enterprises
Lucie Salhany
Twentieth Television
Barry Thurston
Columbia Pictures Television

3:15-4:15 PM — **CABLE: A KEY PLAYER IN THE MAJOR LEAGUES**
MODERATOR
Rich Brown
Broadcasting Magazine
PANEL
Thomas F. Burchill
Lifetime Television
Winston H. Cox
Showtime Networks, Inc.
Tom Freston
MTV Networks
John S. Hendricks
Discovery Networks
David Kenin
USA Network

4:15-5:15 PM — **THE SUMMARY AND THE VERDICT**
The Honorable Ervin S. Duggan
Federal Communications Commission

**Speakers, panelists and times are subject to change.*

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IRTS Broadcasting

Newsweek and Cablevision of Chicago—have expressed interest in seeing the channel on air before agreeing to carry it. Gremillion said he expects full market penetration by the end of this year.

ChicagoLand's schedule begins with a morning newscast at 5 a.m. and features a full day of hour-long news shows. Primetime includes a call-in news show, *Newstalk*, at 8 p.m., and a call-in sports program, *Sportstalk*, at 9 p.m. The ChicagoLand staff, based at a 75,000-square-foot facility shared with *The Chicago Tribune* in Oak Brook, Ill., includes 12 reporters, six news anchors, three weather anchors, three sports anchors, 14 producers, two executive producers, three assignment editors, two management editors and 12 camera crews. The service has affiliations with news suppliers Conus, Worldwide Television News and Tribnet (Washington).

Ron Goldberg, director of ad sales, would not discuss rates, but 30-second spots on the channel are said to be running as low as $300 each during the early evening hours when the service goes head-to-head with competing over-the-air news shows. There are 10-1/2 minutes of spots per hour with no ratings guarantees, and the ads are mostly from local sponsors, Goldberg said. Sponsors include the local PACE transit system; Ameritech; Illinois Bell, and car manufacturers Cadillac, Ford Motor Co. and Oldsmobile. It is also working with the national rep firm Cablemedia Corp.

Elsewhere in the country, regional cable news operations up and running include Cablevision Systems Corp./NBC's News 12 Long Island (New York), Freedom Newspapers' Orange County Newschannel (California), Allbritton Communications' NewsChannel 8 (Washington), the Hearst Corp./Continental Cablevision's New England Cable News Channel and Time Warner's New York 1 (New York City). Cox Enterprises continues to talk about plans for a statewide California News Channel, although the project has experienced various delays and a launch date is uncertain.

"There's more of a wait-and-see attitude than in the past," Cox Broadcasting President Nicholas Trigony told BROADCASTING earlier this year. "These things always look great on paper, but I don't know anyone who is making money on them out there." ■

QVC, PHILLY STATION TEAM FOR HOME SHOPPING

Group W-owned NBC affiliate KYW-TV Philadelphia has struck a deal with QVC Network that will allow the home-shopping service to air five-minute programs within the station's morning talk-show lineup beginning today (Jan. 4).

The four-week pilot program, airing weekdays through Jan. 29, will include four daily segments airing at five minutes before the hour in the station's 9 a.m.-1 p.m. talk show block of *Geraldo*, *Montel Williams*, *Joan Rivers* and *Vicki*. Time will not be taken from the talk shows themselves. KYW's cost will be the airtime; QVC's cost will be producing the show at its Pennsylvania studios. Revenue from merchandise sold will be shared by both sides.

The show, titled *QVC on KYW-3*, will be hosted by area personality Eddie Bruce and QVC host Molly Daly and will offer products for sale based on a consistent theme—jewelry on Mondays, fitness on Tuesdays, cooking on Wednesdays, home items on Thursdays and various gift ideas on Fridays. KYW about a year ago commissioned a half-hour pilot, *On Sale Today*, a locally produced home-shopping show that never made it onto the channel. **–RB**

USA PICKS UP CBS MOVIE

In an unprecedented deal, USA Network last week reached an agreement with CBS giving the cable network the right to air one of its movies, *Casualty of Love: The "Long Island Lolita" Story*, immediately following the CBS debut.

The deal gives USA an opportunity to capitalize on the publicity surrounding the true crime story of Amy Fisher, the Long Island, N.Y., teenager whose story has spawned three made-for-TV movies on the broadcast networks. All three of the movies will have aired by the time USA presents *Casualty of Love*. The CBS version is produced by TriStar Television and stars Alyssa Milano and Jack Scalia.

As planned, USA will air the movie Jan. 7 at 9 p.m. ET/PT and on Jan. 10 at 2 p.m. ET/PT, just days after the Jan. 3 prime time debut on CBS. The deal marks a departure from traditional made-for-TV agreements that give the broadcast networks two runs over four years exclusively. USA Network executives suggest a successful telecast could lead to similar arrangements for future titles. **–RB**

HEADENDINGS

TRYOUT FOR VENEVISION

International programer Venevision International plans to mark its entry into the U.S. cable marketplace with a pay-per-view concert, *La Batalla Musical Del Año* (*The Musical Battle of the Year*), featuring top international singers Luis Miguel and Emmanuel. The event, available only in the New York metropolitan region beginning Jan. 16, is being seen as a test for Venevision's further entry into the U.S. cable marketplace.

BASICS UP, NETWORKS DOWN IN NOVEMBER SWEEPS

The cumulative prime time rating for 24 national basic cable networks during the November sweeps period averaged a 13.6 for total U.S. households, up 4% from the previous year, according to A.C. Nielsen data supplied by the Cabletelevision Advertising Bureau. During the same period, the collective average prime time rating for ABC, CBS and NBC dropped to 12.5, down 3% from the 1991 average, according to the CAB.

ALL SPORTS, ALL DAY

Regional cable sports network SportsChannel New York scheduled its expansion to 24-hour service for Jan. 1, 1993, at noon. The channel reaches 1.5 million subscribers in New York, New Jersey and southern Connecticut.

THE TELCO-CABLE CONVERGENCE

Bell Atlantic TAKES EARLY LEAD

By Harry A. Jessell

Bell Atlantic does not plan to produce any TV programs, but that is about the only aspect of the TV business the nation's largest telephone company does not have its eye on these days.

As revealed in a series of announcements over the past three months, the Philadelphia-based telco intends to build broadband networks wherever feasible to deliver video to the home not only for cable operators and others itching to compete with cable, but also for itself.

Now little more than a corporate shell, the newly formed Bell Atlantic Video Services (BVS) wants to be a programer, packaging and marketing established cable networks as cable operators do and, perhaps, offering its own pay-per-view or video-on-demand services.

All BVS needs to become a going concern with a cadre of executives, program and network lineups and revenues (if not profits) is for a federal judge to rule that Bell Atlantic has a First Amendment right to be a programer in six middle-Atlantic states where it provides telephone service. Such telco-cable crossownership is now banned by the Cable Act of 1984.

For Atlantic, video is a natural, says Stuart Johnson, who as president of regional services for Bell Atlantic Network Services and chairman and president of BVS, oversees the corpora-

BELL ATLANTIC'S VIDEO MAVENS

FCC Commissioner Ervin Duggan once quipped that cable operators had nothing to fear from the telephone industry because its executives are the uncreative sort who wear pajamas to bed and carried briefcases to school.

Stuart Johnson, president of regional services for Bell Atlantic Network Services and the newly formed Bell Atlantic Video Services, says Duggan has a point. Bell Atlantic and other big telcos are neophytes in the television business. But, he says, it will hire the talent it needs as it's needed. What's more, he says, he is in the vanguard of new telco executives who came out of the competitive businesses. "We're bringing in a whole cadre of people to supplement the very excellent skills that are native to the telephone company."

Educated at the U.S. Naval Academy and George Washington University, the 50-year-old Johnson began his carreer at Burroughs Corp. in 1967, rising to vice president-marketing in 1981. Four years later, he joined PRC Inc. as senior vice president and president-government systems. He moved to Contel Corp. in 1987 as executive vice president and remained there until joining Bell Atlantic early this year.

Arthur Bushkin, president, information services, Bell Atlantic Network Services Inc., was heading to Hilton Head, S.C., last Monday to join President-elect Clinton and hundreds of other public-policy-minded individuals for the so-called Renaissance Weekend, an annual New Year's gathering organized by Bond University President Phil Lader. The Clintons have been long-time members.

Bushkin has his professional roots in public policy. He was a top staffer at the National Telecommunications and Information Administration during the Carter administration, where he worked on international telecommunications and privacy issues. He also served there as director of the information policy division.

For the past decade, Bushkin, who holds a degree in computer sciences from the Massachusetts Institute of Technology, has held a series of business and consulting posts.

In addition to various entrepreneurial ventures, Bushkin, 49, was a vice president at A.T. Kearney, an international management consulting firm, and president of Telemation Associates, which specialized in telecommunications business planning. **—HAJ**

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tion's video initiatives.

With the advent of competition, he says, Bell Atlantic is losing market share in its core telephone and mobile services businesses. To compensate, he says, the company has looked to "information services," which build upon its expertise in switched networks. And of the information services, Johnson says, video appears to be the one that promises "the biggest multiplier, the biggest hit."

Even if the suit (and legislative efforts with the same goal) fails, Johnson says, Bell Atlantic will continue to roll out broadband networks as common carriers, provide transport services for programer-customers. "But it's very restrictive," he says. "There's money to be made, there's margins to be earned and there is a new dimension to bring to this business if you're in the programing business. Our goal is to fill up the network to provide information services."

Bell Atlantic's four-pronged plan

So far, Bell Atlantic's video ambitions have four manifestations:

■ A plan to build this summer a two-way broadband fiber-to-the-curb network in several communities of Morris County, N.J., and lease 60 channels to Sammons Communications, the incumbent cable operator.

■ A plan to build a similar network in Dover Township, N.J., also this summer, and lease 60 channels to upstart FutureVision of America (see box, page 49), which will compete with the incumbent cable operator, Adelphia Communications Inc., for 38,000 homes.

■ A plan to conduct a trial this year of so-called ADSL transmission and video-on-demand technologies that will permit 400 of its Washington-area employes to call up individual programs over their conventional telephone line without disruption of telephone service.

■ A constitutional challenge of the telco-cable ban in U.S. District Court in Alexandria, Va. If successful, the telco will build a broadband network in Alexandria, a Washington suburb, and compete head-to-head with Jones Intercable, the incumbent cable operator.

Four different approaches, but just one goal: widespread deployment of interactive broadband networks combining video, information and telephone services. Bell Atlantic will provide the telephone services, but it intends to be just one of many video and information service providers on the networks.

The New Jersey initiatives got a boost two weeks ago as a state Board of Regulatory Commissioners approved Bell Atlantic's plan to spend $1.5 billion to replace existing copper plant with fiber by 2010. Bell Atlantic has promised not to raise residential rates through 1999 and not burden ratepayers with the cost of the upgrade.

technology in Washington, says Arthur Bushkin, president of information services, Bell Atlantic Network Services, who has line responsibility for the video and information services ventures. Bell Atlantic will also be testing a video "server," which it describes as an "electronic warehouse" of programs. Homes linked to the server by ADSL lines will be able to call up any one of the programs. It's the key to video-on-demand. Bushkin would not say who is developing the server for Bell Atlantic.

Bell Atlantic is soliciting studios and other programers to contribute programs and movies to the "server," Bushkin says, but because of Bell Atlantic it is still barred from programing in the market, it has no control over what programs are put on the server.

FUTUREVISION: MORE THAN AN OVERBUILDER

Don't pigeonhole FutureVision of America as a mere cable overbuilder, says the upstart company's President Bob Schena. Although FutureVision will most certainly compete with the entrenched cable operator, Adelphia Communications, in Dover Township, N.J., with the 60 channels it plans to lease next summer on Bell Atlantic broadband two-way integrated fiber network, he says, the company has plans that go well beyond the cable business.

Based in the Philadelphia suburb of Downington, Pa., FutureVision hopes to develop what Schena describes as a "giant computer network," providing the 38,000 homes and businesses the network will pass a host of information services, video and non-video.

"It's clear we have to get into the door with entertainment," says Schena, a one-time finance and marketing vice president for Harron Communications, a mid-sized cable operator. But once in, he says, Future Vision will be able to sell other services and charge other information service providers and programers for access to the homes. Schena says he sees each home eventually generating up to $200 a month of revenue, only about a quarter of which will flow directly from the consumer to FutureVision.

FutureVision sees itself as a partner with Bell Atlantic, even though it realizes they may compete in some aspects of the business. But FutureVision believes it will have a leg up on its competition with a proprietary information management system that will make its services user friendly, Schena says. One of his partners is Paul Hellake, president of ROI, a computer integration and networking firm.

If FutureVision's plans seem vague, it's because that's the way Schena wants it. Anticipating a heated battle with Adelphia for cable subscribers, Schena says, programing and pricing information is, for the moment, proprietary. There is no sense giving the competition a heads up on its game plan, he says. "I'm not going to be in the marketplace for eight months."

The FCC's new video dialtone rules permit the telco and its programer-customers to have limited financial involvement with each other. For now, Schena insists, the relationship is arm's length, although Bell Atlantic does hold warrants allowing it to acquire up to 5% of FutureVision, the maximum allowable.

Bell Atlantic's Stuart Johnson says the telco could have gone with any of several companies in Dover Township but settled on FutureVision, believing it had the wherewithal to make the lease payments and, just as important, the vision to turn the network into something more than just another cable system. "Its vision of the future pretty much aligns with ours." —HAJ

server.

The 'open network' philosophy

According to Johnson, Bell Atlantic is committed to creating "open networks" through which it and anybody else will be able to pour services into homes and businesses. Attracting other programers has been central to the planning, he says. "We want to make this a very robust transport," Johnson says. "We want everybody who wants to use the network to use it. That's our vision of this full service network. We will not restrict it."

When the networks first go into operation, there will only be room for the charter programers—Sammons in Morris County, FutureVision in Dover Township and Bell Atlantic in Alexandria.

But with the coming of new transmission and video compression, Bushkin says, there will soon be room for all comers. Indeed, he says, once video switches are perfected and in place, the number of programers that can reach homes over the networks will be virtually limitless.

Bell Atlantic's commitment is in marked contrast to the closed systems that cable operates, says Johnson. "The cable industry will not let independent programers onto its pipes," he says. "They seek to control all of the access to the content. It is absolutely ridiculous to say that we would potentially keep people out when they are in fact keeping people out. We have a history of complying with legal requirements to let people use our network."

Like any other programer, broadcast stations will be able to transmit their signals over the telco network. But they should not expect to do so for free or at some discounted rate, says Bushkin. Bound by common carrier law, he says, Bell Atlantic has to charge all its customers the same rate. If there are going to be any special privileges, he says, it is going to be up to Congress or the FCC to create them.

How it all began

According to Johnson and Bushkin, Bell Atlantic's video thrust was precipitated by a series of events, starting with the court ruling in October 1991 allowing them to provide "information services," which encompasses everything from electronic yellow pages to video programing. (Despite the ruling, telcos are still barred by the Cable Act from involvement in video programing where they provide telephone service.)

That ruling was followed by the FCC adoption of the so-called video dialtone rules, which permit telcos to offer video delivery service to third-party programer such as FutureVision and Sammons without either the teclos or their customers having to obtain local cable franchises. The rules also relax the cable-telco prohibition to allow video dialtone providers to have a limited financial stake in the program and offer certain enhancements designed to facilitate use of the system by programers and consumers.

> *"We want everybody who wants to use the network to use it. That's our vision of a full service network. We will not restrict it."*
> **Bell Atlantic's Stuart Johnson**

Another less important factor was passage of the Cable Act of 1992 and its provision guaranteeing cable's competitors access to certain popular cable programing services. "It gives us a little bit more comfort that we'll be able to get programing," Johnson says.

Cable's anti-telco tack

As cable industry comments to the FCC last week on the Bell Atlantic-Sammons deal testifies (see "Top of the Week"), the cable industry is generally hostile to Bell Atlantic's or any telephone company's providing programing or even video transports under the video dialtone regime.

Cable charges that telcos will inevitablity subsidize their video ventures with the revenues from their monopoly telephone business and will discriminate against services not their own. The industry also contends the video dialtone rules give telcos and their customers an unfair advantage as they free them from franchise fees and regulation.

With state and federal regulatory agencies looking over Bell Atlantic's shoulder, cross-subsidization is impossible, Johnson counters. "This business has been constructed according to regulatory requirements in a way that we can show the disposition of every penny we spend," he says. "That information in the public domain is looked at daily by regulators."

"And not only can't it be done, it won't be done," Johnson says. "And perhaps what's more important: it won't be done. That's absolute anathema to this industry. If that is the only argument on which an entire industry is basing its objection, it shows to me weakness in that industry."

It's time for cable to take a new tack, Johnson and Bushkin contend. "If I were leading the cable industry, what you'd be hearing from me is that we welcome the telephone industry into this competitive marketplace," Johnson says. "It will make sure the best and the brightest survive in this marketplace and in the end it really will be the customers who will manage what he wants to see and what he wants to do over his network."

As Sammons's early involvement testifies, not all cable operators oppose the telco entry at least into the video transport business. "There are many many cable companies and their access to capital is very different, their infrastructure is very different," Johnson says.

Bell Atlantic has neither the will nor capital to rebuild all of its local networks, Bushkin says. "I don't want to pre-announce anything, but I will say that we are in conversation with virtually everyone, including some very large cable operators," he says. "We will partner in the years ahead, in the months ahead. We will not do this all by ourselves."

Just what Bell Atlantic may or may not do in video will depend on the courts, which will not only review the crossownership ban in light of the First Amendment, but also the FCC's video dialtone rules. But the hope is that Bell Atlantic will end up with sufficient freedom and incentive to roll out the advanced networks policymakers say they want.

"You've got to be prepared to compete in this business because the business is coming together from a technical standpoint where there is going to be very little differentiation technically between the cable operators and telephone companies," Johnson says. "So it's going to be a marketplace that's going to decide who wins." ■

WALL STREET LAUDS TELCO'S VIDEO ASSAULT

Moves by Bell Atlantic seen as path to new revenue sources with little incremental cost

By Joe Flint

Bell Atlantic's multipronged thrust into the video business is getting good reviews from Wall Street, which sees the telco's plans as a logical way to garner new revenues in a highly competitive business where traditional growth may be waning.

"What's driving Bell Atlantic is that it has the opportunity to expand over the next 10 to 15 years at the normal cost of maintenance as it replaces copper with fiber-optic transmission cable," says Ron Altman, managing director, Furman Selz.

"The baby bell environment is shifting," says Brown Brothers & Harriman analyst Bob Wilkes. "There will be more competition in the next several years from long-distance companies, cable companies, wireless and alternative access. If the Bells are going to continue to grow revenues, new services will have to be provided."

Bell Atlantic Corp.'s agreement with multiple-system operator Sammons Communications to upgrade and expand cable service in Morris County, N.J., should give the telco a good return on its investment as well as an opportunity to get into video on demand, according to Altman.

The arrangement, pending FCC approval, calls for Bell Atlantic subsidiary New Jersey Bell to build a fiber-optic video dialtone system that will provide phone service to 11,700 households in northern New Jersey and digital transport and distribution services for Sammons's 8,000 customers in the area.

The new technology allows for more capacity, and with such a capability, says Altman, "why not look for an entity that will rent time on your wire?" According to Altman, the incremental cost of putting the system into the home is about $300-$400 per household. "If Bell Atlantic gets $10 a month in revenue for that capital expenditure, it is a pretty good return for them."

The telco business, Altman says, operates on a capital turnover ratio of about 0.4, which means that for every dollar of capital expenditure the telco gets up to 40 cents back in revenue. "The incremental cost of building video transport could generate $120 to $150 per home in incremental revenue, which is right in line with the basic business," Altman says.

The Sammons partnership will also allow Bell Atlantic to reserve four channels for its own use. Altman sees this arrangement as the path for the telco to get into video on demand.

But is video dialtone enough of an entry for telcos to get into the video business? Not in the long run, says Joel Gross, analyst, Donaldson Lufkin & Jenrette. "It is an issue of strategic imperative. Telcos don't want to be just a phone company anymore and want the restrictions gone. Cable is doing the same thing."

Gross sees the search for new revenue as a "real battle" between a couple of major industries. "It used to be that everyone neatly fit into a pigeonhole. All those walls are rapidly falling apart. Companies are figuring out who their friends are."

That means partnerships, which Altman envisions down the road. "If I were a newspaper publisher I would say my core concentration is classifieds. Why not partner up [with a telco] and save on production and have better distribution? Why do you think Dow Jones is working so closely with telcos on loading up voice mail with audio information?"

Said Brown Brothers & Harriman's Wilkes: "The policy thrust seems to be to link cable and telco together. The ultimate best answer will be for both telcos and cable to partner." But, he adds, "this is difficult in view of the fact that both industries compete in the political arena. A compromise is tricky at best." ■

BELL ATLANTIC AT A GLANCE

Bell Atlantic operates telephone networks in seven states including Pennsylvania, New Jersey, Delaware and Maryland. Last year, Bell Atlantic spent some $2 billion on its all-digital broadband network. It also holds a joint 51% interest in Sky Network with Time Warner Cable, Ameritech and TCI. The telco, through Sky Network Television, provides multichannel pay services in New Zealand using three UHF channels for movies, sports and news. On the regulatory front, the company has made clear that video dialtone is not enough and in addition to pushing for removal of the cable/telco crossownership restrictions, it is also calling for telcos to supply programing as well as transport it.

□

1991 revenues: $12.28 billion*
1991 net income: ($222,700,000)
Total assets: $27.9 billion
Long-term debt: $8 billion
Access lines: 17.8 million**

□

Executives: Raymond W. Smith, chairman-CEO
Anton J. Campanella, president
William O. Albertini, VP-CFO

*Source: 1991 Bell Atlantic Annual Report

** United States Telephone Association

Communications infrastructure proponents: VP-elect Al Gore and Senate Communications Subcommittee member John Breaux

CONGRESS: THE TELCO-CABLE BATTLEGROUND

Both House and Senate are debating roles to be played by those industries in Clinton-Gore administration's plans for telecommunications infrastructure

By Randy Sukow

It could happen if Congress approves: telephone companies in control of video content delivered over a high-speed fiber optic networks, duplicating the service currently provided by cable television systems and racing with cable systems to be the first to offer hundreds (would anyone bet against eventually over a thousand?) channels of video on demand together with interactive and high-definition television.

It is the just the sort of complex decision Congress would like to have a year or two to mull over.

In spite of apparently genuine Clinton administration interest, it too will likely move slowly toward anything changing the current debate between telcos looking for new business opportunities and newspaper publishers, cable and broadcasting, who see telcos, especially the regional Bell operating companies (RBOC's), as predatory monopolists.

Clinton and Gore are believed to be disposed toward a proposal by Senate Communications Subcommittee member John Breaux's (D-La.) suggestion that a presidential commission on communications infrastructure be formed to deliberately flesh out the views of the various industries, academia, state and local regulatory agencies and consumer groups.

But events may not cooperate with the federal government's desire for gradual movement. An imaginable number of scenarios could force the administration and congressional leaders to move sooner:

■ Powerful members of the House of Representatives—especially House Judiciary Committee Chairman Jack Brooks (D-Tenn.) and Energy and Commerce Committee Chairman John Dingell (D-Mich.)—on opposite sides of the information service/telco-video debate are expected to push for early passage of their bills. Both sides played to a stalemate before the congressional session ended last October and could be at a standstill in 1993 as well. But if one side emerges as dominant and passes the House, the White House would have to take a position on the bill.

■ One of the RBOC's, Bell Atlantic, filed suit last month to remove the 1984 Cable Act's prohibition on telephone company ownership of both video program content and delivery in their local telephone service areas (BROADCASTING, Dec. 21, 1992). The court slated to hear the suit—U.S. District Court in Alexandria, Va.—is known by some as the "rocket docket" due to its reputation for rapid dispensation of cases. A rapid judgment in Bell Atlantic's favor could give RBOC's full freedom to enter the video business before the administration and Congress devise a more moderate, compromise telco entry scheme.

■ Telecommunications technologies invariably advance too fast for Washington policymakers to react in time. Advances in fiber optics, digital processing and signal compression have blurred the lines between traditional telephone service, cellular telephone and the upcoming personal communications services, cable TV and other industries to the point that some critics say the "telephony" section of the 1934 Communications Act should be torn up and rewritten. Bell Atlantic and cable MSO TeleCommunications Inc. have announced plans to speed up installation of these technologies. With the next series of technical advancements, the administration and Congress may lose all control of the situation.

Taking the lead in the Senate

Breaux's passionate argument for a presidential communications infrastructure commission, outlined in a Dec. 1, 1992, letter to President-elect Clinton, suggests he may be ready to step into Gore's role as the leading Senate Democrat for telecommunications infrastructure: "If we do nothing, the current situation gives us a continued patchwork telecommunica-

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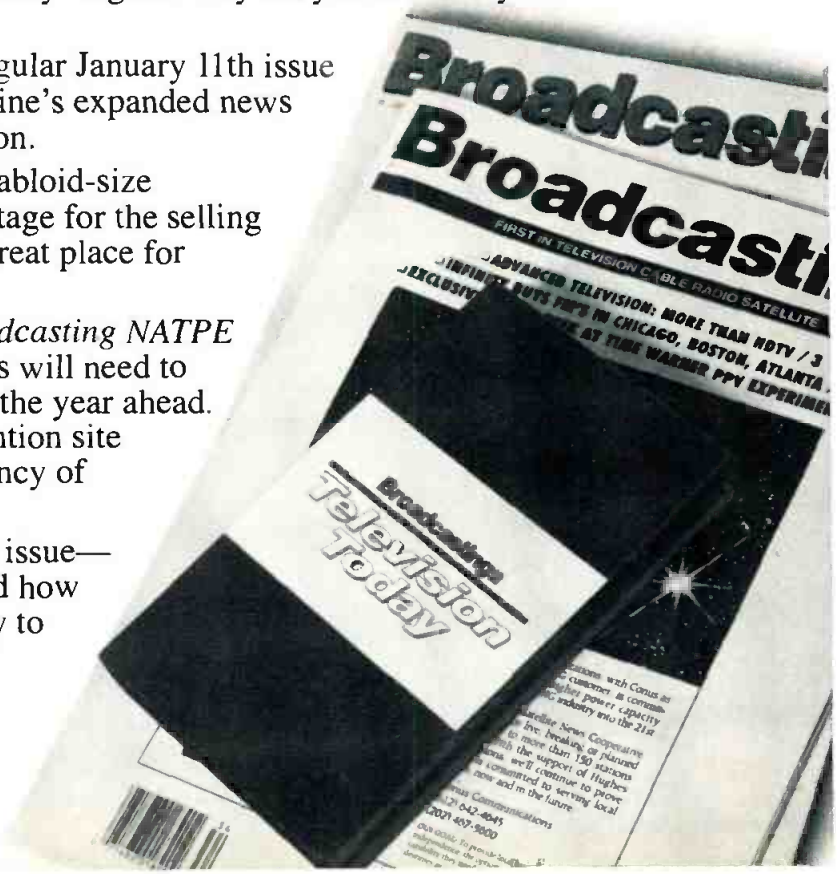

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tions network. The present policy of inaction dictates that we not fix the problem until a crisis is reached in which we have established a society of information rich and information poor." Breaux's suggestion for a chairman: Vice President Gore.

As of last week, the administration had not yet officially responded to Breaux. "It's a really intriguing idea. Senator Gore has talked to Breaux about this and he is receptive to the idea," said top Gore aide Roy Neel. However, Neel said Gore had not yet discussed the plan with Clinton.

If Gore does head the commission, his influence in both Senate and administration could streamline the often bogged-down process of setting compromise communications policy. His vast experience in communications issues may also make him the most qualified for the job. He authored the 1991 High-Performance Computing Act, which included the creation of the National Research Education Network (NREN), a national fiber optic high-speed data network—sometimes described as a "telecommunications superhighway"—linking universities and scientific research centers. The act stipulates that NREN act not only as a scientific research tool, but also "as a test bed for further research and development...and demonstrate how advanced computers, high-speed computer networks, and databases can improve the national information infrastructure."

A month before being named to the Clinton ticket, Gore took what he called the next step after NREN by authoring and introducing the Local Exchange Infrastructure Modernization bill (S. 2810), designed, Gore said, "to guarantee that every American, regardless of where they live, will have an opportunity to participate in the information age."

S. 2810 proposed FCC procedures to streamline interconnection between local exchange carriers and the public switched network, infrastructure-sharing systems among telcos to expand modern phone services to rural areas and antitrust exemptions to make such co-ventures possible. Gore had gathered 20 co-sponsors when S. 2810 was introduced last June 4, eventually increasing to 51 co-sponsors, but the measure died when Congress adjourned before reaching a full Senate vote.

House stalemate

House debate on telecommunications infrastructure appears to be ready to pick up where it left off in the last Congress, with jurisdictional battles between the Judiciary and Energy and Commerce committees.

A bill authored by Judiciary Committee Chairman Jack Brooks (D-Tenn.) to severely limit telco entry into all forms of information services appears to be on the fastest track. The bill passed the Judiciary Committee late last year, but was blocked from a full House vote by the efforts of Energy and Commerce Committee Chairman John Dingell (D-Mich.). Immediately after losing his legislative struggle with Dingell, Brooks vowed to have his bill reintroduced and ready for a House vote by April 1, 1993.

On opposite sides of the telco debate: John Dingell and Jack Brooks

The Brooks bill (H.R. 5096) was introduced to reverse the effects of a July 1991 Appeals Court decision allowing RBOC's to provide information services. (Video programing is included in the broad definition of information services.) Before the Appeals Court decision, RBOC participation in the information services business was forbidden by the modified final judgement (MFJ), the 1982 consent agreement governing the breakup of AT&T.

H.R. 5096 (as passed by the Judiciary Committee 24-9 about a month after Brooks introduced it) would have placed a strict entry test on Bell entry into information services and allowed RBOC adversaries (led last year in Capitol Hill lobbying efforts by the newspaper industry) wide latitude to sue for monopolistic practices, guaranteeing years of litigation before significant Bell entry.

Dingell is expected to again do what he can to stall the Brooks bill. He was unable last year to claim jurisdiction on the bill for his Energy and Commerce Committee, but did successfully block it before it came to a House vote. If he is again unable to claim jurisdiction, Dingell will most likely vigorously support passage of a less-regulatory alternative plan through Energy and Commerce.

Telecommunications Subcommittee member Billy Tauzin (D-La.) introduced such an alternative last year, the Information Services Fair Competition bill (H.R. 5559), with Dingell's "active encouragement and support." It explicitly recognized RBOC's rights to operate information services with safeguards to protect against monopolistic practices, such as a separate subsidiary requirement, a ban on cross-subsidy and cross-marketing with local telephone service, an equal-access guarantee to all information service providers to the RBOC's facilities and a prohibition on technological barriers to access by rival information services providers. A new version of H.R. 5559 can also be expected early this year.

The Dingell-Tauzin effort could be complicated by Telecommunications Subcommittee members who opposed the 1991 Appeals Court decision. Soon after the decision a handful of subcommittee members, led by Jim Cooper (D-Tenn.), introduced H.R. 3515, a bill designed to slow new RBOC information services.

Subcommittee chairman Edward Markey (D-Mass.) later circulated a telecommunications infrastructure bill with provisions similar to the Cooper bill, but did not introduce it in the last Congress. ■

ACCURATINGS, ARBITRON VARY WIDELY BY FORMAT

Younger-skewing stations appear stronger in measurements compiled by new service

By Peter Viles

An independent research analysis comparing the new Strategic AccuRatings service to Arbitron radio ratings indicates that the two services will disagree considerably in their measurement of certain formats.

The analysis, conducted by Katz Radio Group, shows that younger-skewing formats, such as urban and contemporary hit radio, tend to perform better in AccuRatings than in Arbitron. Among listeners aged 18-34, for example, urban stations garnered shares that were, on average, 61% bigger in the AccuRatings report, the Katz study says. Other formats favored by AccuRatings: gold (34% higher), contemporary hit radio (34% higher) and jazz (33% higher).

Conversely, certain other formats, particularly adult contemporary and classical, perform better in Arbitron than in AccuRatings.

The analysis is based on the first round of AccuRatings reports, covering Chicago and San Diego for the summer 1992 ratings period, and the Arbitron reports for the same markets during roughly the same period.

According to Gerry Boehme, senior vice president, director of research at Katz Radio, the differences appear to be similar to the differences that once existed between Arbitron and Birch. Like AccuRatings, Birch relied on telephone call-out research, while Arbitron relies on written diaries.

The highlights of Boehme's research include:

■ On average, stations post slightly lower cume ratings in AccuRatings, but the difference is not significant: –3% among listeners 18-34 and –5% in 25-54.

■ On average, stations post slightly higher shares in AccuRatings: +5% in 18-34 and +12% in 25-54. Share comparisons are somewhat limited, however, because the two services use different definitions. Arbitron seeks to estimate an average quarter hour share, while AccuRatings determines share according to a broader measurement of listener preference.

■ Formats that tend to fare better in AccuRatings include urban, CHR, AOR, country, gold and jazz. Formats that tend to do better in Arbitron include AC, soft AC, news, Spanish and classical.

In many cases, those differences showed up on a station-by-station basis in the summer surveys. In Chicago, for example (BROADCASTING, Nov. 9, 1992), WGCI(FM), with an urban format, posted a 7.2 share in the Arbitron survey (12-plus, total week), while getting a 9.0 share in AccuRatings (12-64, total week). An even bigger winner in AccuRatings was WBBM(FM), a dance station, which garnered a 5.6 share in Arbitron and a 9.6 in AccuRatings.

Other stations fared much better in Arbitron. WJJD(AM), a nostalgia station, garnered a 4.0 share in Arbitron, but just a 1.8 in AccuRatings. And WBBM(AM), a news station, registered a 4.0 in Arbitron but just a 2.7 in AccuRatings. ■

FLUCTUATING FORMATS

How AccuRatings differs from Arbitron in measuring shares for listeners 18-34

Urban	**+ 61%**
Gold	**+ 34%**
CHR	**+ 34%**
Jazz	**+ 33%**
Country	**+ 19%**
AOR	**+ 9%**
News	**0%**
Soft AC	**– 5%**
Spanish	**– 11%**
AC	**– 24%**
Classical	**– 51%**

Source: Katz Radio Group, analysis of Chicago/San Diego data, summer 1992

'MORNING ZOO' NEWS: THE WHOLE STORY?

According to a recent survey, roughly half of the news directors at radio stations with "morning zoo" formats say the format has compromised the station's journalistic principles. While none of the 143 news directors surveyed said they would ever change the facts of a news story, fully one-third said they occasionally omit facts to make stories more entertaining. Other results of the survey indicate that news directors who oversee morning zoo formats are more likely than other news directors to view themselves as entertainers rather than journalists. Other findings of the survey: stations with morning zoo formats are more likely than traditional stations to allow news anchors and other on-air staffers to comment on the news. The survey was conducted by Vernon Stone, professor emeritus at the University of Missouri School of Journalism, and by Oklahoma State University faculty member Jack Hodgson. Of the roughly 5,800 radio station news operations in the U.S., Stone estimates there are roughly 450 stations using the morning zoo format and another 1,000 that have entertainment teams. **–PV**

AFFLUENT INDEX

What kind of radio listeners are least likely to drink imported beer? If you guessed country fans, you guessed right, according to the 1992-93 edition of the Affluent Index, which tells advertisers where to reach the biggest users of expensive goods and services. Published by Concert Music Broadcasting, the index tells which formats deliver which kinds of consumers. For example, the highest incidence of college graduates is among classical stations (273, with 100 being average); next is jazz (204), new age (182) and news/talk (171). The lowest: urban contemporary (58), black (62), and country (74). Looking for working women who make $50,000 or more? Look first to classical (552) and jazz (417). Think twice before trying country (62) or black (70).

JOE NAMATH TO SRN

NFL Hall of Famer Joe Namath is giving radio a try. The NBC-TV sportscaster and former New York Jets star has signed with Colorado-based Sports Radio Network to host *Talk Sports with Joe Namath*. The show premiers Jan. 18 and will air live from Florida. Namath's co-host is veteran sportscaster Jerry Gross.

BROADCAST PROGRAMMING GETS MUSICWORKS

Seattle-based Broadcast Programming has acquired another company, its seventh over the past five years. The latest is Musicworks, which was founded in 1977 by Indianapolis air personality Bill Robinson and specializes in country music. Terms of the sale were not announced. A division of Kaye Smith Enterprises, Broadcast Programming services more than 800 radio stations, providing formats on both compact disc and reel tape.

BRN CREDIT CARD

Colorado-based Business Radio Network, with help from People's Bank of Connecticut, is now offering listeners a MasterCard credit card that carries the BRN logo and a relatively low 11.5% annual percentage rate. BRN is marketing the card through its three networks: Business Radio Network, American Forum Radio and Sports Radio Network.

KRG'S EASTMAN SNAGS WFAN

Infinity's WFAN(AM) New York, the all-sports station with annual revenues now estimated at $30 million, has chosen a new national rep firm. The winner is Katz Radio Group's Eastman Radio. WFAN was previously repped by Hillier, Newmark, Wechsler & Howard.

RADIO '93 COMMITTEE

Group W Radio President Jim Thompson will head the steering committee for the NAB's 1993 Radio Show, the NAB announced. Other key committee members for the show, to be held in Dallas in September 1993, include Bill Stakelin of Apollo Radio, chairman of the management subcommittee; Bob Dunphy of WMXV(FM) New York, chairman of the programing subcommittee, and Rod Calarco of CBS Radio, chairman of the sales/marketing subcommittee.

BEST COLLEGE STATIONS

In what's being called the "Big Apple Radio Broadcast Contest," Broadcast Music Inc., the National Association of College Broadcasters and the Museum of Television and Radio will reward the two college radio stations judged to have the most original and creative explanations of what makes their programing innovative. Among other prizes, the winning stations will get to broadcast live from the museum's radio studio.

CBS DAVE ROSS SHOW

The CBS Radio Network is adding a new voice for news and commentary, Monday through Saturday: Dave Ross, now of CBS affiliate KIRO(AM) Seattle and sometimes a guest anchor on *The Osgood Files* on CBS. Ross, now host of a midday show, is known for his coverage of international news as well as a gift for song parodies. CBS is also adding a pair of news features: *Healthtalk* and *Growing Up: Parenting in the '90s*.

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NAB AND EIA FORGE SEPARATE DAB PATHS

Broadcasters and Acorn/USA Digital all but boycott manufacturer test plans

By Peter Lambert

The National Association of Broadcasters and the only digital audio broadcasting system it so far supports—Project Acorn/USA Digital's on-channel, in-band technology—are all but boycotting Electronic Industries Association plans to begin testing digital audio radio (DAR) technologies next April 15.

The different nomenclatures—DAB and DAR—point to fundamentals behind the schism. The radio manufacturers are thinking worldwide digital radio market; broadcasters are thinking domestic digital broadcasting, said one radio broadcaster. And for the moment, the twain are not meeting.

The result may be two separate testing processes—one with a global scope undertaken by EIA, another focusing only on AM and FM band applications under the auspices of the National Radio System Committee (NRSC), a joint body of the EIA and NAB.

In early December, NAB's DAB Task Force recommended the association narrow its DAB support strictly to on-channel in-band approaches that will work within U.S. broadcasters' AM and FM frequencies without displacing their existing analog services, and without requiring additional spectrum. So far, only Acorn proposes such a system. At the same time, the Task Force recommended DAB testing be conducted by NRSC, rather than by EIA only (BROADCASTING, Dec. 14, 1992).

But on Christmas week, EIA forged ahead with its own plans, identifying five proponents that have submitted DAR systems for testing. EIA said a sixth may soon be named. The entries include FM adjacent-channel, L-band terrestrial and S-band satellite approaches.

Conspicuous by its absence from the list was Acorn, a consortium of Gannett Broadcasting, CBS Radio and Group W.

Acorn did not submit a system, "because of the uncertainty on testing going on between the broadcasters and EIA," said Daniel Ehrman, Gannett vice president, finance and business affairs. "Since we are designing a system for broadcasters, we want to stay out of that controversy. Once it is shaken out where testing will be done, we'll submit the system."

> *"Broadcasters don't really want to support the EIA tests financially."*
>
> **Alan Box**
> **NAB DAB Task Force**

Ehrman emphasized Acorn has not pulled back from developing its in-band, on-channel system. If not for the NAB/EIA schism, Acorn believes it could have met EIA's April 15 start date for testing, he said.

"Broadcasters don't really want to support the EIA tests financially," says Alan Box, NAB's DAB Task Force chairman and president of EZ Communications. "I believe there will be two separate sets of tests because there are two separate sets of timetables," he said, adding: "Frankly, I think in-band, on-channel will move along faster." The Task Force is recommending, however, that a six- to 12-month window be allowed before testing to let more on-channel proponents than Acorn surface.

The five proponents submitting systems to EIA are (1) AT&T Bell Laboratories, (2) AT&T and Amati Communications Corp., (3) Thomson Consumer Electronics for the European consortium Eureka-147, (4) Jerrold Division of General Instrument Corp. and (5) Voice of America and the National Aeronautics and Space Administration.

EIA's DAR Subcommittee continues to analyze initial submissions and will meet Jan. 28-29 in Monterey, Calif., to hear more details from the proponents. "Each system will be subjected to fair and challenging testing procedures" still under development, said EIA, adding test results will form the basis for comparative analysis and "system selection."

Among the five named proponents for EIA testing, three propose FM approaches for terrestrial application, but none of the three defines itself as on-channel in-band.

Both AT&T proposals use its 128 kilibits-per-second Perceptual Audio Coding compression system that AT&T says yields CD-quality on most signals. The systems differ in transmission approaches. AT&T Bell Labs' own system uses a single carrier; the AT&T/Amati system uses the latter's multiple carrier approach.

Neither AT&T system occupies more than a single 200 khz FM channel, but neither would share a channel with an analog system, says Nikil Jayant, head of signal processing research for AT&T Bell Labs. "We don't believe that delivering the digital signal 'underneath' the analog signal [as Acorn proposes] will yield the quantum jump from FM to CD quality," he says.

Jerrold could be said to have a head-start in hardware development, with more than 50,000 Digital Cable Radio (DCR) receivers deployed in cable

subscriber homes. Using DCR's Dolby coding scheme, Jerrold has borrowed transmission and adaptive equalization techniques from General Instrument's video compression and high-definition TV developments.

Geof Roman, Jerrold vice president for technology and new business development, believes error correction data stream requirements ("on the order of hundreds of khz") mean Jerrold's system "probably would not be implemented in in-band form." Jerrold is weighing spectrum efficiency gains against gaining coverage area through adding error-correction data.

Thomson/Eureka apparently proposes to test a terrestrial system using the L-band—reflecting the global schism over digital audio frequency allocations adopted during the 1992 World Administrative Radio Conference last February.

At that time, many nations, including Canada, Mexico and most of Europe and Africa, adopted L-band. The United States, China and other nations rejected L-band for domestic use in favor of reserving S-band frequencies. Hence, if EIA members end up building consumer DAR receivers to specifications determined by EIA tests, they will be sold in every region of the globe.

But Voice of America hopes it has found a system that will satisfy a variety of international and regional needs. Alone in submitting an S-band system, VOA (which is funding much of NASA's Jet Propulsion Laboratory's DAR research) hopes manufacturers will turn its scalable technology into a variety of levels of DAR receivers able to receive both CD-quality broadcasts and broadcasts of lower qualities.

VOA engineer Donald Messer says the system adds a proprietary low-level spread-spectrum pilot signal and adaptive equalizer to nonproprietary source and error-correction schemes—all with an eye toward developing a low-cost "core receiver" optimized for "table-top radios" in consumer homes, "the big market." A module for reception of CD-quality signals in automobiles could be added to that core receiver.

Because it would allow a market to grow initially from low-cost receivers—and at the same time minimize satellite power requirements—Messer believes that scalable approach would be ideal for domestic DAR penetration as well as for VOA's own mandate to reach "all kinds of sub-markets" around the world.

"You can get very good quality with one-sixth or one-fifth the bandwidth" Messer says. And in India, he says, "that could allow delivery of programs in 18 languages."

Whatever course digital audio transmission takes, says Messer, "if it is ever to get off the ground, it has to be highly palatable domestically to a number of high-population nations worldwide, not just the U.S." ■

SARNOFF CONSORTIUM SAYS HDTV SHORT OF TARGET

ATRC test data indicate solid performance, but 'prototype hardware did not quite achieve the full performance potential,' admits proponent

By Peter Lambert

The Advanced Television Test Center issued a 700-page gift this Christmas, the raw data results from testing the fourth of five high-definition TV systems, Advanced Digital HDTV (AD-HDTV).

Initial indications are that the system's unique transmission, data transport and compression designs acquitted themselves well, but that hurried implementation left the proponent explaining shortcomings in prototype hardware.

As with the publications of data on systems developed by NHK, General Instrument and Zenith/AT&T, the book's most telling words may lie in the comments of AD-HDTV's own developer: the Advanced Television Research Consortium (ATRC), comprising the David Sarnoff Research Center, Philips Research, Thomson Consumer Electronics and NBC.

Those comments claim the tests verify AD-HDTV's "outstanding picture quality," high "immunity" to interference and service flexibility afforded by MPEG compression. But they also admit "the prototype hardware delivered for testing was the first implementation [and] did not quite achieve the full performance potential of AD-HDTV."

"We just plain old ran out of time and chose to concentrate on the fundamentals," said Glenn Reitmeier, director of Sarnoff's High Definition Imaging and Computing Laboratory. In particular, ATRC ran out of time to implement its full trellis (redundant) coding and motion compensation parameters—shortcuts that created less than ideal performance at ATTC.

ATRC entered the test center with a simplified trellis code achieving only 1.5 dB coding gain. The result was a threshold of visibility at noise of 18.44 dB desired to undesired signal ratio, 1.5 dB short of what ATRC claims its design can achieve with improved hardware.

The consortium also implemented a -32, +31 motion search range—far short of the -1024, +1023 range it says the MPEG syntax will allow. Acknowledging this led to visible artifacts in fast-motion scenes, ATRC emphasizes its motion compensation "excels in coding of scene cuts." References to "intermittent 'bugs' in the prototype hardware" and "unknown hardware problems" also are scattered through the comments.

But much is devoted to underscoring the successful performance of AD-HDTV's two-tiered transmission system. Designed specifically to transmit "around" NTSC signals, the spectrally shaped QAM modulation approach proved its "super immunity to co-channel interference," said Reitmeier. And it leads to greater retention of picture and sound under transitory interference attacks.

Some shortcomings, Reitmeier said, "involve improvements in the encoder, some in the decoder, but none in the design of the data formats or the signal.

"The bottom line is that we delivered a system that performed well on the fundamentals: picture quality, handling of frame cuts and all that, super-immunity to co-channel interference, and we delivered a system with MPEG compression and packetizing with all that overhead—all working." ■

HBO, GI AGREE TO REPLACE HEADEND DECODERS

Other programers expected to follow suit in effort to preempt commercial VC-II attacks

By Peter Lambert

During the second and third quarters of 1993, HBO and General Instrument will replace and upgrade approximately 25,000 commercial VideoCipher-II satellite decoders at no cost to HBO affiliates.

Expecting other premium cable networks to follow HBO's lead in the coming year, GI is preparing to manufacture 100,000 VideoCipher-RS (renewable security) decoders.

Last week—just as industry comments on satellite cable programing encryption came due at the FCC (see page 63)—HBO told affiliates of its commitment. They will be asked to cover only the cost of shipping their VC-II or VC-Plus units back to GI.

Although neither HBO nor GI would discuss dollar figures, VideoCipher Division President James Bunker said his company is "supporting the cost of the commercial upgrades." He also said the integrated receiver-decoder costs are "comparable" to current VC-II costs.

GI spent $50 million to build and distribute more than 200,000 home satellite consumer versions of the VC-RS decoder in 1992. Once virtually all legitimate subscribing consumers had the VC-RS decoders installed and authorized, HBO became the first programer to shut off its consumer VC-II data stream, on Oct. 19, 1992. Bunker said all major programers have now done the same.

However, although consumers are now armed with replaceable encryption smart cards (considered an effective way to make piracy too costly to maintain) the danger remains that signal pirates will go after the commercial VC-II and VC-Plus (horizontal blanking interval) data streams now fed to cable systems.

Therefore, HBO has committed to deliver only VC-RS commercial streams (via vertical blanking interval) as well by the end of 1993. "We think it's important to secure all our feeds, and I think others will follow because it makes sense," said Robert Zitter, senior VP, technology operations, HBO.

In addition to preempting piracy of the commercial stream in the U.S., HBO is expanding satellite services in Europe, Latin America and elsewhere and is determined to use smart-card renewable security technology in every instance, said Zitter. ■

IN SYNC

TALKING COMPUTERS AT NAB '93

Major speakers from the computer industry will address the National Association of Broadcasters convention next spring in Las Vegas. John Sculley, chairman, CEO and chief technology officer for Apple Inc., will keynote the first NAB Multimedia World, April 19-22. And Craig Field, chairman-CEO of Microelectronics and Computer Technology Corp. (developer of the First Cities multimedia highway project) will be the engineering keynote speaker.

LOW-POWER APPEAL

With the next round of industry comments on HDTV now due Jan. 7, the focus on advanced TV channel allotments and assignments is heating up—not just inside the FCC, but also at the U.S. District Court of Appeals in Washington. Low-power television (LPTV) operator Polar Broadcasting Inc. has filed an appeal of the FCC's ruling that LPTV stations will not be among entities initially eligible for advanced TV frequencies. In that suit, the Association for Maximum Service Television has weighed in on behalf of the full-power stations that would get first shot at HDTV channels under current rules. The FCC has asked the court to hold the case in abeyance until it settles a PBS petition for partial reconsideration and proposed allotment and assignment policies.

CONSUMER HDTV VCR

HDTV proponent Zenith Electronics and Korean manufacturer GoldStar Co. Ltd. have developed a consumer digital HDTV VRC. GoldStar says it has invested $5 million and 18 months in designing the recorder, which is designed to use standard super-VHS cassettes and to become available in 1996 for $1,000.

VOD TEST IN ROCHESTER

Digital Equipment Corp. has agreed to work with USA Video Corp. to bring the latter's Store and Forward Vision Video-on-Demand (VOD) technology to market by the third quarter of 1993. Century City, Calif.-based USA Video proposes to deliver VOD and interactive video services via cable and telephone networks. It will conduct a field trial with the Rochester (N.Y.) Telephone Corp. in early 1993.

S-A PERSONNEL MOVES

On Dec. 21, 1992, a week after the departure of CEO William Johnson, Scientific-Atlanta named Robert McIntyre president of the Transmission Systems Division (including digital video compression and fiber optic equipment) of its Broadband Communications Group. He replaces David Fellows, who has joined Continental Cablevision Inc. as senior vice president, engineering and technology. McIntyre had been president of S-A's Headend Systems Division.

MSO'S BUY TELEPORT INTEREST

Continental Cablevision Inc. and Comcast Corp. have agreed to purchase 20% each of Teleport Communications Group (Staten Island, N.Y.) in newly issued shares, reducing ownership by Tele-Communications Inc. (50.1%) and Cox Enterprises (49.9%) to approximately 30% each. Terms were not disclosed. —PDL

ashington

IND

first reared its head at an NAB board meeting about six years ago when the association, according to a board member in attendance, had a motion on the floor to denounce Stern that never got off the ground.

Besides dividing the broadcast industry, the NAB also faces the possibility of harming its relations with Congress, where some members have been outspoken against Stern. Since this is an issue that will eventually be decided by the courts, the NAB may wonder how much it wants to antagonize the FCC when it has other issues looming that could have more of a bottom-line impact.

The NAB faced a similar situation last year when the FCC wanted to overhaul the radio ownership rules. At first the association went along with FCC Chairman Alfred Sikes's desire to gut the rules altogether, but it later backtracked and asked the FCC to moderate its new ownership restrictions.

The move upset some at the commission, who charged that the association was playing up to House Energy and Commerce Chairman John Dingell (D-Mich.), who had denounced the new FCC rules and demanded moderation.

The issue will not go away for the association. The board meets this month, and it is expected to address the Stern issue and recertify its 1990 statement of principles of radio and Television broadcasting. The statement is a general one on drug abuse, sexually oriented material and children's programing.

"Both the NAB and the stations it represents respect and defend the individual broadcaster's First Amendment rights to select and present programing according to its individual assessment of the desires and expectations of its audiences and of the public interest," the proposed statement says.

Just because the NAB has remained silent now does not mean it will remain that way in the future, one observer said. ■

GREATER MEDIA BLASTS ITS INDECENCY FINE

It objects to FCC's $105,000 notice of apparent liability for Howard Stern broadcast, saying commissioners are imposing their morality

By Joe Flint

The FCC commissioners do not "sit as a jury of five voting their own scruples on questions of decency," said Greater Media, the parent company of KLSX(FM) Los Angeles, which was hit with a $105,000 indecency fine for several Howard Stern broadcasts late last year.

In its response to the fine, Greater Media took issue with the commission's indecency standard: its use of "contemporary community standards" to determine what is indecent; the size of the fine and the argument that children could be listening to Stern and be adversely impacted by his brand of programing.

Greater Media said the excerpts the commission cited in its fine amount to less than 30 minutes of programing culled from more than 50 hours of the Stern show and "comprise less than 1% of the cited broadcasts." Said Greater Media: "On its face, the notice of apparent liability (NAL) suggests either that every discussion of sexual and excretory matters is indecent, or that such discussions may only legally be conducted in language and terms approved by the FCC."

Like Stern's parent company Infinity Broadcasting, Greater Media retained a research company to survey its market to determine if there are any children under the age of 12 listening to Stern. The study, conducted by the Schoenwald Group, "determined that almost no unsupervised children under 12 listen to the Stern program in the Los Angeles metro area," Greater Media said.

According to the survey, only two of 916 children included in the survey had ever listened to Stern outside the presence of parents or other adults. "These findings critically undermine the commission's presumption that its censorship of the Stern program is needed or welcome to help parents to protect their children," Greater Media said.

The results, the group owner added, are consistent with a similar survey commissioned by Infinity in the New York market.

The FCC has disregarded such surveys because they, the commission says, don't take into account that children may unexpectedly encounter the program while "grazing" the radio dial.

Grazing, Greater Media argues, is not relevant. "The commission has never pointed to any evidence that children engage in 'grazing' behavior.... Moreover, the hypothetical 'grazing' child would be unlikely to pause for any length of time at the Stern show—and certainly not long enough to hear the less than 1% of the program that the commission considers indecent."

The group owner also takes issue with the argument that listening to Stern would harm a child. "The commission should support its indecency determinations with specific analysis of the likelihood of harm."

As for the commission's definition of contemporary community standards, Greater Media argues that it represents the norms of a relatively small segment of society, rather than those of the general community. "The result reflects what the FCC believes community standards should be rather than what they are."

Greater Media also asked the commission to substantially reduce the $105,000 fine, saying it is unjustified (the base amount for an indecency violation is $12,500). The math used in determining the fine, the broadcaster said, is not apparent in the NAL. "Despite the fact that this is KLSX's first offense, the commission has proposed to impose a forfeiture which is many times any such penalty previously assessed for an indecency violation."

Infinity Broadcasting—Stern's parent company—was fined $600,000 for the same broadcasts and is expected to respond later this month. ■

ENCRYPTION OPINIONS: DON'T FIX IT, YET

Commenters tell FCC the market will provide competition, compatibility

By Peter Lambert

The satellite video encryption status quo gained qualified votes of confidence last week as at least seven industry parties responded to the FCC's query on competition and technical standards affecting delivery of scrambled cable television signals.

Though many acknowledge the need for more competition and multiple, compatible technologies, none calls for government to make it so. And many caution that, in the realm of signal security, the fewer people knowing the password, the better.

By press time, the list of commenters ranged widely—from General Instrument Corp. (patent-holder of the industry standard VideoCipher encryption standard), to pay TV programer Home Box Office, to encryption competitors Scientific-Atlanta (encryptor for the Ku-band Primestar satellite service) and News Datacom (the News Corp. subsidiary that introduced VideoCrypt smart-card scrambling to BSkyB, and will do the same for DirecTv's high-power DBS service next year).

Demonstrated during the SBCA's summer show last August, General Instrument's Innovation Series receiver-decoder can decode both digital and analog signals.

Most argue the groundwork has already been laid for more competition among multiple, compatible technologies in the era of digital video satellite transmission beginning in 1994.

Even News Datacom (NDC), which plans to "bring various versions of VideoCrypt technology to the United States," expects it will need no

Continues on page 65

1993 MEDIA AWARDS FOR JOURNALISTS

sponsored by the

American Speech-Language-Hearing Association

To recognize excellence in reporting on speech, language and hearing disorders, their impact and the roles of speech-language pathologists and audiologists. An award of $1,000 will be presented in each of four categories: newspaper, television, magazine and radio.

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Entry deadline: June 30, 1993

Materials must be published or broadcast between June 1, 1992 and May 31, 1993.

1992 Award Recipients are:

Television	Laurie Davison, WTOK-TV - "Healthwatch" series on Speech and Hearing Disorders
Magazine	Mary Makarushka, The New York Times Magazine - "The Words They Can't Say"
Radio	Jerry Dahmen, WMS AM-FM - "I Love Life" series
Newspaper	Richard Saltus, The Boston Globe - "A Case of Aphasia"

Washington Watch

Edited By Harry A. Jessell

The FCC has another big agenda planned for its Jan. 14 meeting—departing FCC Chairman Alfred Sikes's last. Still unclear, though, is whether a rulemaking will be launched to consider the repeal of the prime time access rule's off-network prohibition.

Commissioners Andrew Barrett, James Quello and Ervin Duggan all have previously expressed reservations about addressing PTAR while the fate of fin-syn is up in the air.

Barrett still feels that way: "There is too much linkage to fin-syn, and while I am not averse to addressing the issue, let's do these things in some orderly manner. I have no problem with looking at this at some later date."

While other commissioners and the chairman appear more open about moving on PTAR now, one staffer points out that "being open to it is different from really wanting to take this up."

Also expected at the meeting is a report and order on the commission's so-called capital formation package, which includes a proposal to raise the ownership attribution limits. The FCC is also to decide once and for all whether banks can take a security interest in a broadcast license.

On the former, the FCC will decide whether it should raise the attributable interest threshold from 5% to 10% (and from 10% to 20% for passive investors) and increase the class of investors eligible for passive interest status to include "small business investment companies."

At least one commissioner has indicated that the attribution question should be handed to the commission's new small-business advisory committee before the FCC moves on it. Security interest in broadcast licensees, never a favorite with any of the commissioners, is expected to be shot down.

On the cable front, report and orders are expected on indecency on access channels and possibly home wiring.

Roy Neel, chief of staff to Vice President-elect Al Gore, says Clinton will not dawdle in nominating a new chairman of the FCC to replace the departing Al Sikes. "We are going to know who the nominee is going to be very soon after the [inauguration, Jan. 20], if not before," he told BROADCASTING. After the cabinet nominations, he said, naming people to head the agencies is a "substantial priority" because that is where policy is implemented. Clinton is also likely to name an acting chairman—one of the two sitting Democratic commissioners, James Quello and Ervin Duggan—prior to the inauguration to lead the agency while the permanent nominee goes through the Senate confirmation process.

United States Telephone Association President John Sodolski fired off an angry letter to House Telecommunications Subcommittee Chairman Edward Markey to refute Markey's contention—as quoted in the Dec. 18, 1992, *Washington Post*—that Congress "has repeatedly backed prohibitions" to telco ownership of cable TV systems in their local service areas. "The Congress has failed to even address the issue. Even when over 100 members cosponsored telco entry bills, the House was never given the opportunity to vote directly on the issue," said Sodolski, who reminded Markey that the last congressional vote on cable-telco crossownership was held when prohibition was enacted as part of the 1984 Cable Act.

U.S. District Court Judge Thomas Penfield Jackson rejected Discovery Communications' and Time Warner's requests for preliminary injunctions against non-must-carry provisions of 1992 Cable Act.

Jackson's ruling clears the way for provisions, including rate regulation and program access, to take effect on schedule in April as mandated by Congress. The plaintiffs, whose challenge is based on First Amendment grounds, may try to stay the rules once the FCC finally adopts implementing rules.

"Although we would have preferred that Judge Jackson grant the motion, we're encouraged that the court recognized that the case raises some significant First Amendment issues," a National Cable Television Association spokeswoman said after the injunction hearing. Jackson will appear as part of a three-judge panel on March 4 to hear oral arguments on the must-carry provisions of the Cable Act.

Prior to the holidays, Hollywood's save-the-fin-syn-rules coalition asked the U.S. Court of Appeals in Chicago to reconsider, preferably en banc, the ruling of a three-judge panel of the court vacating the FCC's 1991 fin-syn rules as "unreasoned and unreasonable," but staying its order until next April to give the FCC a chance to rewrite the rules or rationale.

In making its request, the coalition, along with the public-interest Arizona Consumers Council, argues the FCC's rules were amply supported. The standards the panel has set for the FCC are excessive, they say. "The reasoning they employ, if followed, would enable a court of appeals to vacate an agency rule whenever an opposing party is able to point to some theory or argument that does not support the policy judgment the agency made," they say.

In a victory for the upstart wireless cable operator serving Charlottesville, Va., a state court ruled Dec. 18, 1992, that the town cable operator, Adelphia Cable, has no guaranteed right of access to apartment buildings under its cable franchise.

The ruling clears the way for Charlottesville Quality Cable to be the exclusive provider of cable programing in buildings where it has struck deals with the property owners. "This affirms the right of property owners to choose who will supply their television services," said Deborah Costlow, the lawyer respresenting the wireless company. "It also protects the rights of smaller businesses to compete equitably for customers."

With a pack of high-level FCC officials looking for work outside the agency, it's rather surprising that only one (James Gattuso) has so far recused himself from issues affecting prospective employers. The agency's ethics rules permit officials one exploratory discussion, but if it goes beyond that they are to drop a recusal notice in the public files. The dearth of such notices could be due to no one but Gattuso having reached the recusal point. Then again, it could be that the recusal rule is not enforced. ■

ENCRYPTION
Continued from page 63

government help to compete with General Instrument (GI). "The commission's goals can best be achieved through competition."

But, says NDC, market success will rely on industry adoption of an open interface standard. "As the first entrant, General Instrument has earned a strong market position. But...any company that relies on proprietary interfaces to maintain its position is particularly susceptible to price competition from open architectures and standard interfaces such as those utilized by NDC."

HBO also argues against government intervention, saying, "there is every indication the marketplace is moving to ensure a competitive environment for new digital equipment," including interoperable technologies and continuing service to current analog subscribers.

But HBO questions Titan Satellite Corp.'s proposal to sell its own version of VideoCipher to the analog market. "HBO favors competition...but submits that the dangers associated with distribution of an encryption system that continues to use a data stream based on VC II technology clearly outweigh any potential intra-VC-II competition that such a system would bring."

GI argues that—now or in the future—"serving multiple systems" through its DBS center "will lead to degraded security. It is a basic tenet of sound security practice to limit the number of persons with access to the system."

HBO favors multiple access, if it does not impair security or raise costs. But it argues the industry would resolve the DBS center access question on its own given viable technologies.

As for licensing VideoCipher to more manufacturers, says GI, "making information about product design widely available so that rivals can produce competing products is inconsistent with the requirements of a system that is intended to promote security."

Competitor Scientific-Atlanta nowhere cites government as a necessary catalyst. But it calls for adoption of interoperable digital technical standards to "avoid the business arrangements which created the current uncompetitive situation in the analog marketplace." As things stand, says S-A, home dish subscribers will receive both analog and digital signals from GI's DBS center. If so, "the current de facto monopoly maintained by VideoCipher II will continue into the digital world."

As for the analog market, S-A argues cost and quality benefits would accrue from allowing others access to GI's DBS center—something Titan has requested. S-A also suggests GI might license its VC-RS technology to multiple manufacturers, allowing them "to develop their own implementation." However, it says, any such remedies require cooperation from GI and its client programers.

Comments filed by Channel Master (the only company licensed to build and market VideoCipher descramblers), the Satellite Broadcasting & Communications Association and DirecTv also caution against government interference. ■

For more on encryption standards, see page 60.

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RECENT ACTIONS:

A three-judge panel of the U.S. District Court in Washington decided that it would hear oral arguments in constitutional challenges to the 1992 Cable Act's must-carry provisions only and not to the further issues raised by plaintiffs Time Warner and Discovery Communications. The panel's administrating justice, District Court Judge Thomas Penfield Jackson, later ruled against preliminary injunctions filed by Time Warner and Discovery against non-must-carry issues. The panel will meet again on March 4 for must-carry oral arguments and related challenges to retransmission consent. If must carry is ruled unconstitutional by the panel, the Cable Act mandates Supreme Court review within 20 days.

KEEPING UP WITH CABLE REREG

ON THE AGENDA OF THE FCC

1. Must carry/retransmission consent. Broadcasters are to be given right to negotiate compensation for cable retransmission of their signals. Every three years, commercial TV stations must choose whether to negotiate retransmission fee or require carriage. (Noncommercial stations receive automatic must carry and are not eligible for retransmission consent.) Cable systems with 12 or fewer channels must carry at least three local signals, while systems with more than 12 channels must reserve up to a third of capacity for broadcasters. ***Comment deadline: Jan. 4. Reply deadline: Jan. 19. Final approval target: April 1. Congressional deadline for completion: April 5 (must carry) and May (retransmission consent).***

2. Indecency. All indecent programing submitted for leased-access channels is to be transmitted over one designated channel and scrambled unless specifically requested by subscriber. Indecent or obscene programs on public, educational and governmental (PEG) channels to be prohibited. ***Final approval target: Jan. 14 meeting.Congressional deadline for completion: Feb. 2 (leased access) and April 3 (PEG).***

3. Home wiring. New rules determining ownership and use of cable operator-installed wires in household after subscriber cancels cable service to be issued at next month's meeting. ***Final approval target: Feb. 2. Congressional deadline for completion: Feb. 2.***

4. Sports migration. Sport-by-sport study of national, regional and local programing from broadcast to basic and premium cable services and PPV. ***Tentative opening of proceeding: January. Proceeding may be done on memorandum. Congressional deadline for completion: July 1, 1993, and July 1, 1994 (interim reports to Congress).***

5. Rate regulation. Commission will identify franchises exempt from basic rate regulation where effective competition exists (second multichannel video provider reaches at least 50% of households and is subscribed to by more than 15%). Local authorities to be certified in other areas to regulate basic tier (broadcast signals and PEG channels), installation and monthly equipment rental rates according to FCC-developed formulas. Commission will also accept petitions for direct federal regulation of extended basic channels in areas where commission deems rates to be excessive. ***Comments due Jan. 27; reply coments due Feb 11. Final approval target: April 1. Congressional deadline for completion: April 3.***

6. Anti-buythrough. Systems with addressable capability required to offer premium cable services without requiring purchase of extended basic tier. All systems must comply by Oct. 5, 2002. ***Comments due Jan. 13; reply comments due Jan. 28. Final approval target: April 1. Congressional deadline for completion: April 3.***

7. Program access. Exclusive contracts between cable program suppliers and cable operators eliminated except when commission finds them in public interest. Contracts in effect before June 1, 1990, are grandfathered. Provision expires after 10 years. ***Comments due Jan. 25; reply comments due Feb. 16. Final approval target: April 1. Congressional deadline for completion: April 3.***

8. Customer service standards. Minimum requirements for cable system office hours, telephone operator availability, acceptable response times for service calls, billing and refund rules. ***Comments due Jan. 11; reply comments Jan. 26. Final approval target: April 1. Congressional deadline for completion: April 3.***

9. Ownership limits and carriage agreements. Limits on number of subscribers reached by single MSO and limits on vertical integration of cable program networks and cable systems. Commission suggested 25% national cap for cable subscribers was possibility. Cross-ownership limits on wireless cable systems and satellite master antenna TV (SMATV) systems within cable system's franchise area. Cable operators or other multichannel services prohibited from requiring financial interest in program service as condition of carriage. ***Final approval target: Oct. 5. Congressional deadline for completion: Oct. 5.***

10. Equal employment opportunity. Expansion of job categories covered by cable EEO rules from nine to 15, adding titles such as general manager and chief technician. Cable systems required to identify race, sex and job title within each category on EEO reports. Fines per violation increased from $200 to $500. ***Congressional deadline for completion: July 2.***

11. Electronic equipment compatibility. Rules insuring that special functions of new TV receivers and videocassette recorders are not rendered obsolete by changes in cable scrambling systems. FCC is given authority to determine circumstances when scrambling and encryption are appropriate. ***Final approval target: April 5, 1994. Congressional deadline for completion: April 5, 1994.***

12. Home shopping public-interest study. FCC will determine public-interest value of broadcast stations running 24-hour home shopping programing or several hours of program-length commercials and whether such stations should be eligible for must carry. ***No proceeding date as yet. Final approval target: July 2. Congressional deadline for completion: July 2.***

13. DBS public interest. FCC will set public-interest requirements of direct broadcast satellite operators, including pricing rules and minimum noncommercial and educational channel carriage. ***No proceeding date as yet. Congressional deadline for completion: None.***

1993 SCATTER MARKET LOOKS GOOD FOR ABC

Ratings performance gives network advantage over NBC; situation could change, however, with two wild cards: the economy and Fox's new night of programing

By Sharon D. Moshavi

The 1993 scatter market is shaping up to be ABC's. The combination of ratings momentum and a tighter inventory supply—thanks to CBS's high sellout level during the upfront and NBC's poor performance, which is requiring makegoods—puts ABC in good position for the first three quarters of the year. The network also is buoyed by an expected improved economy and the chance to get dollars that last year went to CBS's winter and NBC's summer Olympics. But ABC may still have obstacles: some nasty tricks the economy may still have up its sleeve, and competition from Fox's new programing night starting in January.

CBS, say advertisers and analysts, sold between 80% and 85% of its ad inventory upfront, compared to about 65% each for NBC and ABC. While CBS is said to be selling what little scatter it has at prices about 10% higher unit rates than upfront, the network is not going to largely affect, or be affected by, the fortunes of the scatter market. As CBS research chief David Poltrack said at the Paine Webber conference several weeks ago, the network will not be in a position to benefit from an enhanced advertising economy until the fourth quarter of 1993.

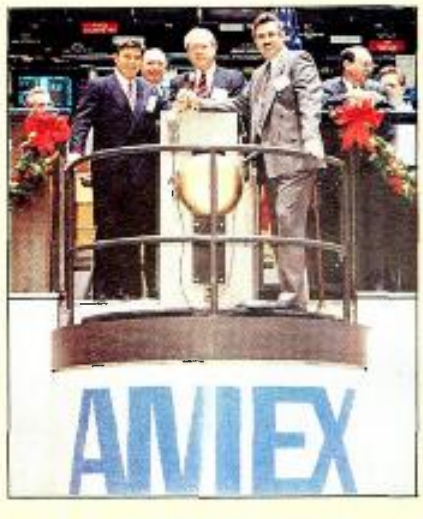
ABC is simply in a better position to benefit from the tighter scatter supply than NBC because of its performance, say observers. NBC is down 12% in prime time ratings, and down 7% in the coveted 18-49 age group, while ABC is up a percent or two in both categories. Even first-place CBS is down 8% in 18-49 and 2% in household prime time ratings, and is having to provide some makegoods. NBC is also underdelivering daytime badly, and was forced to give cash back in the fourth quarter, moving dollars to both ABC and CBS.

According to analysts and advertisers, as well as ABC, the network is selling first-quarter scatter, in all dayparts, at rates higher than upfront. According to Marvin Goldsmith, president of ABC sales and marketing, prime time unit pricing is up 10%, news is up 25% and daytime is up 30% to 40%, the last thanks largely to NBC's daytime underdelivery. The network was about 60% sold for the quarter for upfront and, with scatter buys, is up to 80% sold. "It's a very good omen for the rest of 1993," says Goldsmith.

ABC didn't experience much of a pricing turnaround in the fourth quarter. Prime time scatter pricing for most of the quarter was flat compared with upfront, according to analyst Jessica Reif of Oppenheimer & Co. When Capcities/ABC President and CEO Dan Burke spoke to analysts at mid-December's Paine Webber conference, he said he was still waiting for the fourth-quarter revenue picture to improve. However, Goldsmith points out that the scatter market did start to turn around the last two weeks of December.

ABC is also likely to grab onto more scatter dollars, thanks to the absence of the Olympics. The games may be gone, but the ad money should be back; most industry executives agree that Olympics money last year was not from incremental budgets, but rather money that would have been in the TV marketplace already.

"ABC should see a bounce in revenues in 1993, as money diverted to Olympics is now split among three or four players, as opposed to being held by just NBC or CBS," says Tom



NTN ON THE AMEX

Interactive TV company NTN Communications celebrated its listing on the American Stock Exchange with a visit to Manhattan. Pictured at the opening bell (from left) are Hank Stram, former NFL coach and consultant to NTN; Pat Downs, president and chief executive officer, NTN, and Rollie Fingers, baseball Hall of Fame relief pitcher and vice president sales, NTN. In between Stram and Downs is James Jones, chairman of the American Stock Exchange.

Wolzien, an analyst with Sanford Bernstein.

But ABC, which says it held back inventory from upfront with the hopes that the economy and pricing would improve, is not guaranteed success in the scatter market. Just how much the economy rebounds will have much to do with its fortunes.

Some ad agency executives, looking at 1993 budgets, are optimistic. Advertising dollars are starting to find their way back into the marketplace, according to Doug Seay, senior vice president, director of broadcast, Hal Riney & Partners. "It's coming back in small amounts—it's the cumulative effect of lots of different advertisers," he says. But other ad agency executives still remain unsure. "ABC will benefit—assuming there's money out there to absorb the inventory. But will there be money? That's the $64,000 question," says Marc Goldstein, executive vice president, national broadcast and programing, Lintas U.S.A.

Another problem for ABC could be Fox's new night, which launches in January. That means two additional programing hours aimed largely at the same young demographic group ABC targets. "That's a lot of inventory. It could soak up demand," says Oppenheimer's Reif. ABC so far this season, though, has been able to hold its own, essentially flat in delivering adults 18-34 and 18-49. With both Fox—and, this season, NBC as well—targeting younger audiences, "it's amazing how well ABC is doing," says John Tinker, analyst at Furman Selz. ■

RADIO BROKER MAHLMAN JOINS CEA

Radio broker Robert Mahlman has joined the investment and media brokerage firm of Communications Equity Associates as vice president, responsible for radio station and network operations. Mahlman held executive positions at Interep and ABC Radio Networks before starting his own firm in 1979, where he was active in mergers and acquisitions. —JG

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RETAIL SALES, AD SPENDING UP OVER '91

By Geoffrey Foisie

Holiday retail sales, as predicted, improved over last year, rewarding those retailers who bought more television time in the fourth quarter. Ad spending increases, although mostly single-digit, were still viewed as significant by a TV station industry deprived of revenue growth for at least two years. The increased consumer spending may not have been strong enough, however, to convince all retailers that an economic turnaround has arrived.

Peter Appert, equity research director for C.J. Lawrence, said his annual indicator of holiday gift-wrap orders suggested a 4.2% increase in non-durable retail sales. Sales were up 3.6% through the first three quarters.

Most of those commenting agreed retail advertising continued at roughly the same increases as in the first three quarters. Among those retailers boosting their advertising earlier in the year was home-improvement outlet Builder's Square; its senior vice president for marketing, Rick Meiser, said the company hired TV comedy star Tim Allen as spokesman for the chain.

Blair Television senior VP, Floyd Gelini, said a number of chains may have increased spending more in the first three quarters than in the fourth, and the head of sales for another national rep firm said his "gut feeling" was that retail TV advertising did not increase in the fourth quarter.

But most station sales executives commenting said business was up. Harvey Lazear, general sales manager, WHEC-TV Rochester, N.Y., said department store and discounter advertising was "up significantly" in the fourth quarter. Ira Dankberg, local sales manager, KNXV-TV Phoenix, said he thought the category reported a single-digit increase, "...especially those which had co-op dollars."

But it remains to be seen whether the pickup in holiday retail sales was the result of "pent-up consumer demand" or a longer-term turnaround in consumer confidence, said Pat Breman, TV Bureau of Advertising. ■

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

PROPOSED STATION TRADES
By volume and number of sales

This Week:

AM's □ $0 □ 0
FM's □ $4,600,000 □ 2
AM-FM's □ $1,750,000 □ 2
TV's □ $21,000,000 □ 2
Total □ $27,350,000 □ 6

1992 to Date:

AM's □ $189,728,344 □ 232
FM's □ $440,609,554 □ 291
AM-FM's □ $354,249,895 □ 175
TV's □ $1,415,888,087 □ 55
Total □ $2,400,475,880 □ 753

For 1991 total see Jan. 27, 1992 Broadcasting.

WDBD(TV) Jackson, Miss. □ Sold by D&K Broadcast Properties Ltd. to Pegasus Broadcast Television Ltd. for approximately $21 million. Assignment includes WDSI-TV Chattanooga. **Seller** is headed by Louis T. and Douglas J. Donatelli, father and son. Assignor will retain minority partnership interest in assignee. **Buyer** is owned by Pegasus Broadcast Associates Ltd. (1%), Pegasus Broadcast Holdings Ltd. (75%) and Scranton TV Partners Ltd. (24%), and is headed by Marshall W. Pagon and Howard E. Verlin. Pegasus Broadcast Television Ltd. has applications pending as assignee for WOLF-TV Scranton and WWLF-TV Hazelton, both Pennsylvania. Pegasus Broadcast Associates Ltd. has application pending as assignee for WILF-TV Williamsport, Pa. Pagon has interests in cable and newspapers. WDBD is Fox affiliate on ch. 40 with 1,492 kw visual and 149 kw aural with antenna 1,210 feet above average terrain. WDSI-TV is Fox affiliate on ch. 61 with 2,250 kw visual and 112.5 kw aural and antenna 1,970 feet above average terrain.

WPYR(FM) Memphis □ Sold by Diamond Broadcasting to Barnstable Broadcasting for $4.25 million. **Seller** is headed by Daniel Lee and is licensee of WSBC(AM) and WXJZ(AM)-WXRT(FM), all Chicago, and KOMA(AM)-KRXO(FM) Oklahoma City. **Buyer** is headed by Al Kaneb and David Gingold and is also licensee of WGKX(FM) Memphis; WHOM(FM) Portland, Me.; WGNA-AM-FM Albany and WHLI(AM)-WKJY(FM) Hempstead, both N.Y.; WSLR(AM)-WKDD(FM) Akron, Ohio, and WWKL(FM) Harrisburg, Pa. WPYR has oldies format on 98.1 mhz with 100 kw and antenna 700 feet above average terrain. *Broker: Bergner & Co.*

WLYV(AM)-WJLT(FM) Fort Wayne, Ind. □ Sold by Fairfield Broadcasting Co. to Sarkes Tarzian Inc. for estimated $1.5 million. **Seller** is headed by Stephen Trivers, and is licensee of WQSN(AM)-WQLR(FM) Kalamazoo, Mich. **Buyer** is headed by Tom Tarzian, and is licensee of WGCL(AM)-WTTS(FM) Bloomington and WAJI(FM) Fort Wayne, both Indiana; KTVN(TV) Reno and WRCB-TV Chattanooga. WLYV is fulltimer with oldies format on 1450 khz with 1 kw. WJLT has oldies format on 101.7 mhz with 3 kw and antenna 328 feet above average terrain. *Broker: The Ted Hepburn Co.*

KVTY(FM) Mission, Tex. □ RGV Broadcasting to La Nueva KBOR Inc. for $350,000. **Seller** is headed by Kevin Pagan and has no other broadcast interests. **Buyer** is headed by Edgar Trevino and is licensee of KBOR(AM)-KTJM(FM) Brownsville-Mercedes, Tex. KVTY has country, oldies format on 105.5 mhz with 3 kw and antenna 300 feet above average terrain.

KRKY(AM)-KRKM(FM) Granby-Kremmling, Colo. □ Sold by Hays Communications Group to American Broadcasting Systems for $250,000. **Seller** is headed by Page Peary, who purchased stations this year for $54,000. Peary also owns WULF(AM)-WKFH(FM) Alma, Ga., and WPSO(AM) New Port Richey, Fla. **Buyer** is headed by Ron Shaffer and Tom Kearney, and recently purchased WIXI(FM) Naples Park, Fla. It also owns three AM's and four FM's and is purchasing WVMX(FM) Stowe, Vt. KRKY has country format, 930 khz, 4.5 kw day. KRKM has AC format; 106.3 mhz with 300 w and antenna 1,096 feet. *Brokers: Jorgenson Broadcast Brokerage, The Connelly Co.*

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STEVEN J. ROSS: MEDIA ARCHITECT

The late Time Warner chairman took a small family business and turned it into a media conglomerate of global proportions

By Sharon Moshavi

Time Warner Chairman and Co-CEO Steven J. Ross, who died Dec. 20, 1992, at age 65, left behind him one of the world's largest media conglomerates. Said President and co-CEO Gerald Levin of Ross, his "clarity of vision, exceptional intellect and personal magnetism were the driving force in creating Time Warner, securing its leadership in global media and entertainment."

Ross, who died of complications arising from prostate cancer, had been on a leave of absence for many months while he underwent treatment for the disease. A private funeral was held in December and a memorial service is planned for later this month.

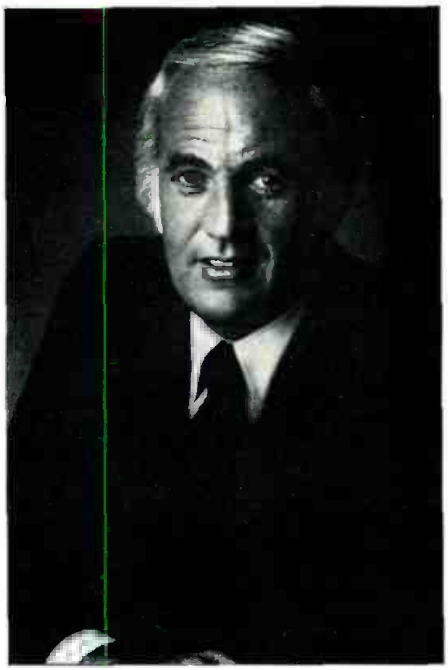
Ross's rise to power is the quintessential American success story. Born Steven Jay Rechnitz in Brooklyn in 1927, he turned a family-run funeral parlor business into Kinney Service Corp., a conglomeration of assets including a rent-a-car service, garage business and office-cleaning service. He took the company public in 1962; its value was $17 million. In 1969, Kinney paid $400 million for the Warner-Seven Arts film studio and the Warner Bros., Reprise and Atlantic record companies, and the entertainment business took off; by 1988, revenues of Warner Communications (named that in 1971) were $4.2 billion.

Ross also had a vision of where television was going before many others, acquiring in the early 1970's Tele-Vision Communications Corp., an Ohio-based cable operator, and the cable TV business of Continental Telephone Corp. Ross initiated the interactive QUBE cable service at Warner's Columbus, Ohio, system in the mid-1970's, a precursor of the interactive 150-channel fiber system called Quantum that Time Warner is developing now in Queens, N.Y. Warner had nearly 1.8 million cable subscribers when it was bought by Time in 1989; together, Time Warner now has more than 6.6 million cable subscribers, making it the second largest operator in the country.

Warner took an interest in the software as well as the hardware. Along with American Express, Ross's company launched some of the most successful cable channels—Nickelodeon, The Movie Channel and, of course, MTV. Warner also acquired Lorimar Telepictures in 1989, adding first-run syndication to Warner Bros.' television operation, and making Warner the world's largest producer of television programing.

The merger with Time increased Ross's power and profile, but it was not without its problems, largely because it did not end up being a merger at all. Paramount Communications' attempts to buy Time Inc. at $200 a share forced Time to buy Warner outright, and put the new company $11 billion in debt. Since the merger, the stock has traded at roughly half the value of the Paramount offer, and the company was forced to get two Japanese companies—Toshiba and C. Itoh—to take equity stakes to pare down the debt. Ross himself was the subject of much controversy—his $78 million in compensation in 1990 helped create a national debate on executive pay.

Even after his death, the terms of his contract—which allow for continued salary and bonus payments to his family for the next three years plus life insurance, all estimated at $300 million—are managing to arouse controversy. ■



Steven Ross

TV-MAGAZINE CO-PROMOTION IN BALTIMORE

In what is billed as the first cross-media effort by Hearst Corp. involving one of its TV stations, WBAL-TV Baltimore is co-sponsoring a "Great Living Festival" with co-owned magazine *Good Housekeeping*.

The two-day fair is scheduled for the last weekend in March at the Baltimore convention center, and sponsors hope to draw more than 30,000 people to food tastings, cooking classes and the opportunity to meet the magazine's editors.

The station and magazine are offering cross-media advertising opportunies that include a booth at the festival, 40 spots on WBAL, a 1/4-page ad in a *Good Housekeeping* Baltimore insert and a variety of in-store promotion opportunities at Giant Food, the regional supermarket chain that is the festival's "presenting sponsor."

Joe Ram, WBAL-TV director of new business development, said the station intends to carry live reports from the show during weekend news programs. **–GF**

ERRATA

Dec. 21, 1992, "Changing Hands" item on sale of **KMSD(AM)-KPHR(FM) Milband, S.D.**, incorrectly reported price at $540,000. Stations **sold for $400,000 cash.**

WDTN(TV) is Dayton, Ohio's ABC affiliate, not CBS's, as reported in Dec. 21, 1992, issue. WDTN(TV) ran no promotional contests during November.

Classifieds

For more information on Classified Advertising rates, call Mitzi Miller at (202) 659-2340 Ext. 62.

RADIO

HELP WANTED MANAGEMENT

G.S.M.: Midwest AM/FM broadcast company seeks energetic sales professional with minimum 3 years experience in sales management. Highly competitive small market opportunity with med/large market earnings potential. Top candidate must be a forward thinking team player, demonstrate a strong and consistent "value added" sales promotion track record with excellent presentation skills Vendor experience a big plus Competitive salary, bonus plan, company car, health and profit sharing will be offered. Great quality of life area. Reply to Box T-33. EOE/MF.

General sales manager: Top 30 major market AM stereo. Grow into general manager with opportunity for ownership Looking for successful and well-trained local sales manager in medium market who would like to move up Outstanding station and market. Send resume and success stories to Box A-1. EOE.

General manager: Maine resort area; summer, fall & winter activities needs experienced, proven performer to complete station turnaround. Are you that leader? Send complete resume/information to Box T-14. EOE.

HELP WANTED SALES

Beautiful historic, coastal Charleston SC powerhouse AC, 100 KW WXTC, and regional AM is looking for a dynamic, experienced radio salesperson to work and live in one of America's selected ten super cities. Fax letter & resume to 803-577-7726 EOE.

Sales manager: Fast growing #1 rated station in medium northwest market has an excellent opportunity for "street smart" goal oriented sales manager. Family community offering outdoor recreation and university Station is regional leader. Good advancement potential. Reply to Box T-15 EOE.

Sales: Corporate and foundations relations assistant. West Michigan Public Broadcasting. WGVU/WGVK-TV and WGVU/AM-FM. Applicant should have experience in radio and/or TV broadcast sales. Experience with Arbitron ratings. NPR and PBS guidelines preferred. Responsibilities will involve working with the underwriting manager and other representatives of the stations to secure corporate, foundation, retail and special event underwriting. Candidate must be successful at prospecting, making cold calls and closing College degree preferred or equivalent sales experience. Application deadline: January 18, 1993. Starting salary range. $22,300-$25,000. Send resume and letter of application to: Jan McKinnon, Underwriting Manager, WGVU/WGVK-TV, 301 W. Fulton, Grand Rapids, MI 49504-6492 EOE/AA/ADA

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Producer/host: WCAL (100kw FM serving Minneapolis/St. Paul market, #14 ADI) seeks an experienced producer and classical host Requires: Advanced production and interview skills; lively, unstuffy, informed on-air style; high proficiency in announcing classical music, affinity for other forms. Familiarity with music programing is a plus BA preferred. Excellent salary and benefits, imaginative, dedicated staff, outstanding facility at nation's first listener supported station Open until filled; applications by January 15 get fullest consideration. Cover letter, resume and audition tape (will not be returned) to: Assistant Director of Personnel, St Olaf College, 1520 St. Olaf Avenue, Northfield, MN 55057-1098 EOE/AA.

Graduate assistants (4), Miami University, 1993-94, WMUB FM. Full time 30 kw NPR affiliate. Big Band-Jazz-news format. Graduate assistants work toward a Master's degree in Mass Communications while working twenty hours per week in a professional capacity at WMUB. **News:** 2 positions in news department reporting, writing and anchoring. Experience necessary. **Operations:** 1 position for general radio station operation/programing; quality control, studio and remote production, traffic and promotion copy writing. **Marketing:** 1 position assisting in membership, promotion, program guide, press releases and special events. Desk top publishing experience desirable. Required: Acceptance into Master's program in Mass Communication at Miami University. 3 0 GPA Stipend at least $6,800 plus fee waiver Additional summer stipend possible Qualified only. No phone calls. Immediate letter of application, resume and 3 reference letters necessary. Deadline March 5, 1993. Contact GA Search Committee, WMUB, Miami University, Oxford, OH 45056. AA/EOE.

SITUATIONS WANTED MANAGEMENT

Ken Hawk, former GM/PD of WKPA New Kensington/Pittsburgh, seeks GM/OM/PD/DJ position. Can start immediately, will relocate 412-845-2612.

General manager — consultant — 26 years — owner — GM, GSM, PD. Fast results, sales-ratings driven. Upgrades, new construction. South-Midwest. John 502-247-0090

Turnaround jockey: All situations considered Excellent track record and references. All inquiries strictly confidential. Reply to Box R-10.

Director of sales, general sales manager, or general manager, in medium size market. If you need to make a profit at two stations, four stations or more, I can make it happen. Results driven with a proven track record. Prefer West. Reply to Box A-2.

Successful manager looking to earn sweat equity managing a sun belt property or group Strong track record in network, station and syndication management in NYC, FL and TX. Reply to Box A-3.

Turnaround specialist: I've turned around 2 AM/FM combos in the past 3 years. From 200K revs with neg cash flow to over 500K revs and 150K+ cash flow each. Looking for the next challenge. If you need help, I'd love to meet. Reply to Box R-35

GM/GSM major market turnaround specialist. 100% record of improving top line at 3 consecutive stations as SM. 100% record of improving top and bottom line at 3 as GM. Prefer New England, Northeast. No magic. Hard work and proven systems. Give me what I need to win, you keep the profits. Reply to Box T-19

SITUATIONS WANTED SALES

Salesman-announcer, 30 years experience all around broadcaster. Seeks FM/AM small to medium size market. Prefer MOR, Country, Oldies Local program stations only. Prefer sunbelt, but others considered. Available immediately. Call or write. M Levy, Box 336, Dumfries, VA 22026 Telephone 1-703-221-4324.

SITUATIONS WANTED TALENT/PERSONALITY

Air talent with degree, experience, and a great attitude looking to make a comeback. I am so confident, I know that I could do all musical formats. Call Dan 708-771-2935.

SITUATIONS WANTED PROGRAMING PROMOTION & OTHERS

CHR programer with 15 years successful track record searching for medium or large market as PD/operations. Specialist in maturing format to sellable demos and working with sales on promotions that increase listenership and revenue. Expertise in focused product, music scheduling, talent development, and marketing. Employed with industry-wide references. Please reply to Box T-21.

MISCELLANEOUS

KYKK call letters for sale: Available to highest bidder. Deadline 1/11/93. Write: Paul Starr, KYKK, 619 North Turner, Hobbs, NM 88240 Or call 505-397-4969.

TELEVISION

HELP WANTED MANAGEMENT

Executive director: Large, suburban non-profit public access facility seeks executive director to oversee operation of its television and radio channels. Administration, fiscal, personnel management, and television experience required. Excellent communication skills and knowledge of cable industry essential. Equal opportunity employer. Interested applicants should send cover letter, resume and salary requirements to: FCAC, Attn: ED Search Committee, 2929 Eskridge Road, Suite S, Fairfax, VA 22031 Deadline January 31, 1993.

Traffic manager: Fox affiliate seeks experienced traffic manager. Must be thoroughly versed in all aspects of Columbine traffic applications Send resume to: General Manager, PO Box 8115, Spokane, WA 99203. EOE

Business manager: Seeking an individual for the northeast section of the U.S. with an accounting degree or 2-3 years experience. Responsible for financial reporting and analysis, budgets and billings. Experience with personal computers and Columbine a plus. Send replies to. Box T-35 EOE.

National sales manager: Opportunity for the right person to be a part of sales management team for a #1 CBS station. Candidate should have NSM or Rep experience with a proven track record. If you are competitive, aggressive, possess excellent people skills and are motivated by challenges, send your resume to John Hayes, General Sales Manager, WHIO-TV, 1414 Wilmington Ave., Dayton, OH 45420. WHIO-TV is an equal opportunity employer, part of Cox Enterprises, Inc., reped by TeleRep.

WDBD-TV Fox 40 in Jackson, MS, part of a growing group, is seeking a general manager with strong sales background, solid marketing skills, and independent or Fox affiliate experience Send resume including present salary and references to D&K, Inc at 7200 Wisconsin Avenue, Suite 310, Bethesda, MD 20814 M/F EOE

Operations mgr for S.F. T.V. station: KPIX-TV is seeking an experienced professional to manage all functions of a major market sales operations department. This includes managing the traffic and sales service functions and staff of 6, inventory control, continuity and station logs. Qualifications: minimum 2 years as a sales operations manager, working knowledge of Word, DOS, Lotus and/or Excel or equivalent. Must be proactive, organized and able to work under deadlines. EOE employer. No phone calls. Resume, cover letter and salary requirements to KPIX, Human Resources Manager, 855 Battery Street, San Francisco, CA 94111.

News director for award winning small market mid-western affiliate. If you are hands-on, energetic, innovative and can help us continue our winning ways, send your resume, news philosophy and salary requirements to Art Daube, WTOV-TV, Box 9999, Steubenville, OH 43952. EOE.

New England's fastest growing Fox affiliate, WNAC-TV, has an opening for an experienced traffic manager. Must be familiar with the Columbine Traffic System. Send resume and salary requirements to GSM, WNAC-TV, 33 Pine Street, Rehoboth, MA 02769. EOE.

Local sales manager responsible for all local time sales. Maintain, direct, and manage local sales force. Create and direct opportunities for new revenue streams upon management approval. At least five years successful experience in local television sales; prefer sales or management training. College degree preferred. EOE. Please reply to Becky Strother, WVTM-TV, Inc., PO Box 10502, Birmingham, AL 35202.

KTVN-TV is seeking a general sales manager responsible for managment of all sales efforts, pricing and inventory control, budget preparation and receivables. A high school education is required, college is preferred. Five years personal experience in local and national sales is required with at least one year's additional experience in sales mangement. Send resume to Lawson Fox, PO Box 7220, Reno, NV 89510. No phone calls please. KTVN is an equal opportunity employer.

Executive director, public television: Iowa Public Television is seeking qualified applicants for the position of executive director/CEO. IPTV is a state-owned network with an operating budget of approximately $9,500,000. It broadcasts to all 99 Iowa counties through a system of 8 transmitters and 8 translators, and is headquartered in the Des Moines vicinity in a new 62,000-square-foot state-of-the-art facility with three studios, including a studio/theatre with audience seating capacity of 335. It also has development and coordination responsibilities for the educational component of a fiber optic statewide interactive telecommunications network which is currently under construction. The executive director is responsible for all network operations, and reports to the nine-member Iowa Public Broadcasting Board. Candidates should possess successful broadcast management experience, appropriate credentials, and have necessary skills to administer large and complex organizations. Ability to relate effectively to multiple constituencies, including the viewing public, State government, board, staff, educational community, and Friends of Iowa Public Television is critical, as is the ability to motivate and lead an exceptionally creative staff. Applicants should submit a complete resume detailing experience and credentials, along with professional references who can speak to the competency of the candidate. Applicants should also provide a statement of philosophy, no longer than two pages, as it relates to the operation and administration of a statewide public television network funded by State sources, and their vision for the future of public television. Applications need to be received by February 1, 1993, and will be a matter of public record and open for public inspection. The position opens mid-April 1993, upon the retirement of the current executive director. All correspondence should be addressed to: Search Committee, Iowa Public Television, PO Box 6450, Johnston, IA 50131. An equal opportunity employer

National sales manager wanted for dominate TV station in South Mississippi. Deepsouth area needs experienced individual with proven track record. Send resume to WDAM, Box 16269, Hatliesburg, MS 39404 or fax to 601-584-9302. EOE.

HELP WANTED SALES

Television local sales maanger: WUAB-TV/Cleveland is looking for a LSM. Position open as a result of promotion of LSM to regional. Applicant must have substantial TV sales experience, preferably local and national, and should have management experience plus familiarity in marketing sports and kids. WUAB is a Cannell Communications station and an equal opportunity employer. Send resumes to Dawn Urbancic, WUAB-TV, 8443 Day Drive, Cleveland, OH 44129. No phone calls please.

HELP WANTED RESEARCH

Research director: The #1 TV station in the 44th market seeks person with research background. This highly visible position will involve news research, sales promotion, ratings, Stowell Data and other research applications. Candidate should have a minimum of two years experience in TV research or related background and should have a strong background with ratings and computers. A college degree is required. Send resume by January 22, 1993 to: Personnel Director, WGAL 8, PO Box 7127, Lancaster, PA 17604-7127. WGAL 8 is an equal opportunity employer.

HELP WANTED TECHNICAL

Excellent opportunity for capable, experienced transmitter engineer to work with network VHF station in beautiful Texas resort city. Reply to Box T-25. EOE.

Chief engineer: Television start-up. Take charge of total engineering equipment and staff. Planning, purchase and maintenance of equipment. 5 years minimum experience. Compensation with ability. Send resume to Box T-36. EOE.

Satellite truck operator: Savannah's only satellite truck needs an operator who understands the demands of an aggressive news operation. Experience and attitude are the key. Contact: WSAV-TV, David Winstrom, News Director, 1430 East Victory Dr., Savannah, GA 31404. EOE.

Chief engineer: Direct all engineering functions including supervision of engineering staff and master control operations. Maintenance of all broadcast and transmitter equipment, plant facilities and systems, project management, department budgets, FCC compliance, SBE certification, FCC General Class license and 5 year engineering management experience required. EOE, M/F. Minorities encouraged to respond. Send resumes to: Personnel Director, WTIC-TV, One Corporate Center, Hartford, CT 06103. No phone calls please.

HELP WANTED NEWS

Anchor needed: UHF station in top ten market needs a co-anchor for the 6 and 11 o'clock newscasts. Spanish speaker a must. Two years broadcast journalism experience. Perfect opportunity for a solid reporter to move into the anchor slot. Reply to Box T-38. EOE.

News producer: 2-3 years experience as a line producer required. We're looking for someone to continue moving our newscast upward. Strong writing skills a must. We need someone who knows how to produce a show from every angle. If you're creative and know how to pack in good content and make a show move, send resume and a recent newscast to Joe DeFeo, News Director, WBFF-TV, 2000 West 41st Street, Baltimore, MD 21211. WBFF is an equal opportunity employer and a non-smoking facility. Application deadline is January 15, 1993.

Executive news producer: 3-5 years experience as a top line producer required. Must be a great writer with ability to copy edit. We;re looking for a leader with creative new ideas and good people skills. A chance to work with a young team on a successful prime time news hour. Send news philosophy, resume and a recent newscast to Joe DeFeo, News Director, WBFF-TV, 2000 West 41st Street, Baltimore, MD 21211. WBFF is an equal opportunity employer and a non-smoking facility. Application deadline is 1/15/93

General assignment reporter: Growing Great Lakes network affiliate seeks person with demonstrated reporting experience, initiative and ability. Weather background may be helpful. Tape/resume to: Evan Lovett, News Director, WICU-TV, Box 860, Erie, PA 16508. EOE.

Needed now: Experienced reporter/anchor. Solid story telling skills. Must be good writer, dedicated team player and willing to beat the competition at all costs. Join our Pacific Paradise, award winning news team by sending non-returnable tapes, references/resumes by priority mail. EOE. Attention: News Director-Guam Cable TV, 530 West O-Brien Drive, Agana, Guam 96910.

Photographer/editor: Photojournalist with a minimum of one year experience needed in Savannah's most aggressive news operation. Send non-returnable tape and resume to WSAV-TV, Dave Winstrom, PO Box 2429, Savannah, GA 31402. EOE.

Sports anchor: Anchor sports segments, report and shoot stories, some basketball play-by-play. Resume tape must include: play-by-play segment, reporting/photography samples, and segment from sportscast. We are particularly interested in what you do on a dull sports day to make your sportscast sparkle. This is not an entry level opening. Application deadline is Jan. 15, 1993. EOE. Please, no phone calls. Send resume and nonreturnable tapes to: Personnel Coordinator, KOLN/KGIN-TV, PO Box 30350, Lincoln NE, 68503.

Weekend assignment editor: To gather news, write fact sheets, assign camera crews and reporters for daily local newscasts. Prior broadcast journalism experience required. Letter and resume (no calls) to Edward B. Schimmel, Assistant News Director, WPVI-TV, Suite 400, 4100 City Line, Philadelphia, PA 19131. EOE.

Our female anchor is moving on to Seattle. Now looking for a friendly, credible newscaster for dominant NBC affiliate in beautiful California coastal market. Need a solid journalist who is a strong team player with lots of initiative, excellent writing skills and reporting ability. Minimum 3 years anchoring experience. Spanish speaking a plus. Send non-returnable tape to Maria Barrs, KSBW-TV, PO Box 81651, Salinas, CA 93912. Absolute deadline Jan. 12. No phone calls. EOE.

News editor/photographer: Top 20 market seeking to fill position for an editor/photographer with 3-5 years experience. Live truck, SNG and computer editing experience a must. Candidate should possess good people skills, be creative and a good team player. EOE. Send resume to Box A-4

Needed: Two photojournalists for news dept. of small CBS owned station. Job description: Report, write, shoot and edit stories for nightly newscast. We need a one-person-band who is aggressive and creative, in addition to being a team player. Job requirements: One year experience in TV news and a degree in Broadcast Journalism, Communications or English. Please send a letter, resume and a tape indicating video you shot and edited to: Jane Fergus, News Director, KCCO-TV, 720 Hawthorne St., Alexandria, MN 56308. EOE.

TV anchor/reporter (news & sports): Station expanding its "news product". 3-5 years experience and a journalism degree preferred. Strong writing and basic video skills a must. Good opportunity for a hard working, innovative professional. Send resume, non-returnable tape, and salary requirements to: News/Sports Management Group, PO Box 1072, Findlay, OH 45839. EOE.

Early morning anchor/reporter: Warm personality, strong writer, people person, ability to communicate, sense of humor. Tapes and resumes to WWLP-TV, PO Box 2210, Springfield, MA 01102-2210 Attention: Keith Silver, News Director. No phone calls. Equal opportunity employer

Photographer: Great station seeks long-lasting relationship with great photojournalist. You must have demonstrated ability to run, gun, and stun the competition. Great attitude and good back a must. Rush creative letter, resume, and non-returnable tape to: Dean and Bob's News Haven, KCRG-TV, 501 Second Avenue, S.E., Cedar Rapids, IA 52401 EOE

Noon anchor/reporter: WIS, the dominant television news operation in Columbia, South Carolina, is looking for an anchor for the noon news, who will also report. Position may involve medical reporting, so experience in this area is helpful. This is not an entry-level job At least one year's experience in a commercial television news operation is required Send resume and tape with samples of both anchoring and reporting to Randy Covington, News Director, WIS, PO Box 367, Columbia, SC 29202. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Graphic artist: Experience required with Quantel paintbox, Digital F/X, and short lead-time broadcast design and production. Responsibilities include design and execution of promotion graphics, and news and sports graphics for daily newscasts. Must be creative and work well under deadline pressure. Weekend and evening shift. Letter, resume and non-returnable 3/4" or Broadcast Beta tape (no calls or faxes) to William Burton, Director of Promotion and Station Advertising, WPVI-TV, Suite 400, 4100 City Line, Phila., PA 19131 EOE

Manager, broadcast operations & production: KTLA, the #1 independent TV station in Los Angeles, is seeking a seasoned technical professional to manage their day-to-day engineering & production operations. The ideal candidate will have an undergraduate degree in broadcast technology or equivalent related experience and 5+ years broadcast engineering, with 2+ years as a first-line supervisor. Candidate will also be knowledgeable in all aspects of pre-production, production and post-production. Fully qualified applicants should send resume & salary history to the Human Resources Department, KTLA, 5800 Sunset Boulevard, Los Angeles, CA 90028, or fax same to 213-460-5527. KTLA offers an excellent benefits package, competitive compensation and an opportunity work and grow in a state-of-the-art facility. EOE

Production/technical director at WTVG, Toledo, OH Direct and switch newscasts, commercial, program, promotion productions Minimum 3 years hands-on experience required Energetic and motivated individual needed. Send resume and tape to: Marsha Schroeder, Director of Operations, WTVG, 4247 Dorr Street, Toledo, OH 43607. No phone calls please. EOE.

Community affairs director: WTVD is looking for a talented producer with excellent people skills and strong organizational abilities to head up an active community affairs department. Candidate must be able to juggle multiple responsibilities and love people If you're an experienced leader with solid writing skills send resume and tape to Tim Bennett, General Manager, WTVD, PO Box 2009, Durham, NC 27702 EOE

WFAA-TV in Dallas, Texas seeks an experienced promotion writer/producer to join our marketing staff A minimum of 3-5 years in film, videotape, print and radio production, preferably at a network affiliate television station. Our multi-studio facility includes D-2 Post Suite, A-62s, digital audio editing, V-series paint boxes, Cypher, Mac and K-scope Send tape and resume to: Dave Muscari, Promotion Manager, WFAA-TV, 606 Young Street, Dallas, TX 75202 (No phone calls please) EEOC

Promotion: ABC affiliate, top news and syndicated programs. Experience desired, must be able to create, write, edit and implement Resume and tape to Bob Ganzer, General ManagerWHSV-TV, Post Office Box TV3, Harrisonburg, VA 22801 EOE

Program/operations director: WNOL-TV Fox 38 in New Orleans seeks strong manager to lead programing, operations and production areas No frills job demands hands-on professional with Indy and/or Fox management experience. Must be revenue drive, computer literate, a great negotiator, extremely flexible and an ace juggler of mutliple duties. Send resume and salary history to: A. Oliva, WNOL-TV, 1661 Canal Street, New Orleans, LA 70112. No phone calls. Deadline: January 20, 1993. EOE.

SITUATIONS WANTED MANAGEMENT

Well versed broadcaster seeks position of general manager or operations manager. Background includes large and small market, VHF and UHF, network and independent Currently an active consultant wanting to return full time to TV. Reply to Box R-28.

SITUATIONS WANTED NEWS

Young, dedicated woman seeks reporting job. Experience, on-air radio, newspaper, as well as TV news internships. Willing to relocate. Kelly: 303-861-9750.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

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LPTV opportunity-Lawrence, Kansas: On the air, Channel 58, 59kw ERP Serves city of Lawrence and Douglas County 30,000 TVHH plus University of Kansas (29,000 students) For lease, co-venture, sale, or other profitable idea. Brechner Management, 144 N. State Road, Briarcliff Manor, NY 10510. 914-941-7146.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Faculty search: Columbia University Graduate School of Journalism Applications and nominations are invited for junior and senior faculty positions for the 1993-94 academic year. Openings are anticipated in: broadcast journalism (reporting, writing and producing for television); print journalism (newspaper or magazine reporting and writing). One-year renewable and tenure-track positions will be filled from the ranks of distinguished professionals with an interest in teaching and research. Specific areas of specialization will be defined as the search process continues. The School is an equal opportunity affirmative action employer and strongly encourages applications from minorities and women. Please send letter, vita and three references to: Committee on Faculty Appointments, Graduate School of Journalism, Columbia University, New York, NY 10027.

The American University School of Communications in Washington, DC, seeks graduate fellows to assist in teaching and professional duties while earning a Master's degree in Journalism and Public Affairs This 10-month program begins in September. Program includes Washington internships and a faculty with top professional credentials. For more information, write to: School of Communication, Graduate Journalism Committee, The American University, 4400 Massachusetts Ave., NW, Washington, DC 20016-8017. EOE.

Journalism: Jacksonville State University, Department of Communication needs journalism instructor beginning Fall 1993. Duties include: advising university newspaper and yearbook; teaching a variety of journalism courses; participating in other duties appropriate to a faculty position. Computer/desktop publishing experience and photography/darkroom ability required. Professional journalism and teaching experience desirable. Salary competitive. Master's degree in Journalism or related communications field required, doctorate preferred. The Department of Communication is located in modern Self Hall, which houses production facilities for the newspaper and yearbook, two TV studios and post-production facilities, two audio production rooms, and an FM station affiliated with NPR. The department has 200 majors in communication, a minor in journalism, and is considering the possibility of restructuring the communication curriculum. Send letter of application, resume, three current letters of reference, and official transcripts to: Personnel Services, Jacksonville State University, 700 Pelham Road N, Jacksonville, AL 36265-9982. Deadline for applications: February 1, 1993, or until suitable candidates identified. EEO/AA employer.

Broadcast journalism: Assistant professor, tenure track. Teach broadcast journalism, studio and field production, media ethics, and areas of personal expertise. Preferential consideration to those with expertise in developing communication technologies or comparative and international media systems Applications from minorities are especially encouraged. A commitment to research and professional/scholarly performance, a Ph.D., and professional experience are required Application review begins on February 26, 1993 and continues until the position is filled Send a letter of application, current and complete vita, evidence of teaching and research effectiveness, and have three letters of recommendation sent to: Dr. Joseph P. Tenerelli, Chairperson, Radio/TV/Film Search Committee, Department of Communication, Indiana State University, Terre Haute, IN 47809. ISU is an EOE/AA, ADA employer.

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Wanted: Grass Valley 300 switcher, Abekas, DVE's, and Chyron Infiniti Paul 401-455-9516.

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AM and FM transmitters, used, excellent condition, tuned and tested your frequency. Guaranteed. Financing available. Transcom. 800-441-8454, 215-884-0888. Fax 215-884-0738.

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Priced for quick sale, 5 AMPEX VPR-300s D2 machines; 6 Seagate 1.2 Gigabyte Drives for an AVID. Contact Ben Miller or George Murray, Trinity Broadcasting Network; 2442 Michelle Drive, Tustin, CA 92680.

Broadcast equipment (used): AM/FM transmitters, RPU's, STL's, antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. FAX 314-664-9427.

Betacam stock: Major production facility has large supply of one-pass and limited-use Betacam cassettes in 20-, 30-, and 60-minute lengths. Tapes available in large lots only. Price negotiable. For further information, please contact J.T. at 203-353-2900.

TV transmitter, 60 KW, channel 19, RCA-TTU-60C, pulsar, extra exciter. Megastar 702-386-2844.

Video switches, 3M model 101. Vertical switches, 10 in, 1 out. $185. Large quantity 702-386-2844.

Transmitters: Harris 55, excellent, many recent upgrades, Channel 33 and 17. Philips 110, Channel 54, Townsend 30MX, any channel, 1988. Townsend 120, 1986, any channel, many spares. Also Klystrons, financing. Pauza Company, LTD. 615-238-4200.

RADIO

SITUATIONS WANTED MANAGEMENT

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For the past 23 years I have been a disc jockey, music director, program director, operations manager and station manager. I've loved every minute of it! It's time to move to the next level . . . and that could be as a VP/Programing with broad multiple station opportunity, or maybe it's a General Manager position at a station that's not afraid to promote from the programing side. I offer strong people skills, fiscal responsibility and a pattern of success fueled by desire, determination and dedication. I am presently employed, happy and normal. Anxious to discuss any and all situations. Reply to Box A-5.

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HELP WANTED TECHNICAL

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QVC broadcasts live, 24 hours a day, from our state-of-the-art facility in West Chester, PA. As a Technical Director you will be responsible for directing and technical directing of our live broadcast while controlling robotic cameras.

The successful candidate will have a solid background in live broadcast production, knowledge of Grass Valley Switchers, Dubner Graphics system, live audio production plus a high level of creative energy and ambition.

For immediate consideration, submit your resume and salary requirements to: Diane Donio, QVC Network, Goshen Corporate Park, West Chester, PA 19380-0844. We offer a competitive salary and benefits package, including relocation assistance. An equal opportunity employer.

QVC

HELP WANTED PROGRAMING PROMOTION & OTHERS

HELP WANTED PROGRAMING PROMOTION & OTHERS CONTINUED

SENIOR PRODUCER PROMOTION

WWOR-TV, New York's Superstation seeks a highly talented individual with proven creative and production skills to write, shoot and produce on air, radio and print promotion. Assignments will include image and topical promotion; shooting original material and editing from footage; graphics, music print and radio. If you can think of it, chances are you can do it. Serious award winning applicants only, this position is not for beginners! If you have a reel that shines, a talent for creating excitement, and aren't afraid to roll up your sleeves, you could be the one! Salary commensurate with your skills and past experience. Send a resume, your reel and salary requirements **Referencing for this position is BC34, HUMAN RESOURCES DIRECTOR.**

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Superstation in nation's #1 market seeks a highly creative, organized individual with excellent leadership skills to manage daily promotion activities. Applicants should have excellent reel, demonstrate a flair for eye catching graphic design and have prior management experience. Duties will include image and topical promotion, sales promotion, media and the creative supervision of producers. If you're currently a #1 or #2 ready to meet the challenge of the New York market, send a resume, your reel and salary requirements to:

HUMAN RESOURCES DIRECTOR—BC37
WWOR-TV
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SECAUCUS, NJ 07096

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California Broadcasters Association

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DateBook

JANUARY

Jan. 7-9—Second annual ***ShowBiz Expo East***. New York Hilton Hotel and Towers, New York. Information: (213) 668-1811.

Jan 8-9—***Investigative Reporters and Editors*** and the ***National Press Club*** joint conference. National Press Club, Washington, D.C. Information: (314) 882-2042.

Jan. 15—***The New York Festivals*** 1992 television programing and promotion awards banquet featuring presentation of domestic and international Gold Medal-winning TV programing and promotion. Sheraton New York Towers, New York. Information: (914) 238-4481.

Jan. 15—14th annual ***National CableACE Awards*** Friday night celebration. Biltmore Hotel, Los Angeles. Information: Anne Wolek, (202) 775-3611.

Jan. 17—14th annual ***National CableACE Awards*** televised ceremony. Pantages Theatre, Hollywood. Information: Anne Wolek, (202) 775-3611.

Jan. 17-20—***Pacific Telecommunications Council*** 15th annual conference. Sheraton Waikiki, Honolulu, Hawaii. Information: (808) 941-3789.

Jan.19-21—48th annual Georgia Radio-TV Institute sponsored by ***Georgia Association of Broadcasters***. Athens, Ga. Information: Marlene Sanders, (404) 395-7200.

Jan. 21—"Salute to the Superbowl," newsmaker luncheon sponsored by ***International Radio and Televison Society***. Speakers: Dick Ebersol, president, NBC Sports; Terry O'Neil, executive producer, NBC Sports; Bill Parcells, O.J. Simpson and Bob Trumpy, commentators, NBC Sports. Waldorf-Astoria. New York. Information: (212) 867-6650.

Jan. 21-23—***Women in Cable*** annual leadership conference. San Antonio, Texas. Information: Cathy Pena, (312) 661-1700.

Jan. 22-24—"Economic Challenges of the Next Four Years," sponsored by the ***Foundation for American Communications, The Ford Foundation, Los Angeles Times, Society of Professional Journalists*** and the ***California Society of Newspaper Editors***. Sheraton La Reina, Los Angeles. Information: Chris Gardner, (213) 851-7372.

Jan. 23—***Associated Press TV-Radio Association of California-Nevada*** regional seminar. KESQ-TV, Palm Desert, Calif. Information: (213) 626-1200.

Jan. 25-26—***Corporation for Public Broadcasting*** board meeting. Washington, D.C. Information: (202) 879-9600.

Jan. 26-27—15th ***International Sport Summit*** trade show and conference. Beverly Hilton, Beverly Hills, Calif. Information: Scott Easton, (301) 986-7800.

Jan. 26-27—Fifth annual ***Pennsylvania Cable Academy***. Harrisburg Hilton Hotel and Towers, Harrisburg, Pa. Information: (717) 234-2190.

Jan. 28-29—***North American National Broadcasters Association*** annual meeting. Corporation for Public Broadcasting, Washington, D.C. Information: (613) 738-6553.

Jan. 28-29—The ***Alfred I. duPont-Columbia University*** forum. Scheduled speakers: John Chancellor, NBC News; Ed Turner, CNN; Philip Balboni, Hearst Corporation; Richard Carlson, Corporation for Public Broadcasting, and Douglas Bennet, National Public Radio. Columbia University, New York. Information: (212) 854-5047.

Jan. 29—***New York Festivals*** 1992 television advertising and public service announcements awards banquet. Sheraton New York Towers, New York. Information: (914) 238-4481.

Jan. 13-Feb. 1—***West Virginia Broadcasters Association*** annual winter conference. Marriott Hotel, Charleston, W. Va. Information: (304) 344-3798.

MAJOR MEETINGS

Jan. 14-16—***Satellite Broadcasting and Communications Association*** winter trade show. San Diego. Information: (703) 549-6990.

Jan. 16-19—***National Association of Broadcasters*** winter board meeting and legislative forum. Ritz Carlton, Naples, Fla.

Jan. 24-28—***NATPE International/Association of Independent Television Stations***. NATPE's 30th annual program conference and exhibition and INTV conference. Moscone Convention Center, San Francisco. Information: Nick Orfanopoulos, for NATFE, (310) 453-4440, and Angela Giroux, for INTV, (202) 887-1970.

Feb. 4-7—***Radio Advertising Bureau*** managing sales conference. Loews Anatole Hotel, Dallas. Information: Gail Steffens, (800) 722-7355.

Feb. 5-6—***Society of Motion Picture and Television Engineers*** 27th annual Advanced Television and Electronic Imaging conference. Sheraton Hotel and Towers, New York. Information: (914) 761-1100.

Feb. 8-12—***15th International Market of Cinema TV and Video***. Loews Hotel, Monte Carlo. Information: (33) 93-30-49-44.

Feb. 13-16—50th annual ***National Religious Broadcasters*** convention. Los Angeles. Information: (703) 330-7000.

Feb. 24-26—Texas Cable Show sponsored by ***Texas Cable TV Association***. San Antonio Convention Center, San Antonio. Information: (512) 474-2082.

Feb. 24-26—***Satellite XII***, annual conference and exhibition, sponsored by Phillips Business Information Inc. Sheraton Washington. Information: 800-777-5006.

March 3-6—24th Country Radio seminar sponsored by ***Country Radio Broadcasters***. Opryland Hotel, Nashville. Information: (615) 327-4487.

April 16-21—***MIP-TV***, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 689-4420.

April 16-19—***Broadcast Education Association*** 38th annual convention. Las Vegas. Information: Louisa Nielsen, (202) 429-5354.

April 18-20—***Cabletelevision Advertising Bureau*** 12th annual conference. New York Marriott Marquis, New York. Information: (212) 751-7770.

April 18-20—***Television Bureau of Advertising*** annual marketing conference. Las Vegas Convention Center, Las Vegas. Information: Lynn McIntyre, (212) 486-1111.

April 19-22—***National Association of Broadcasters*** annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300. Future convention: March 21-24, 1994, Las Vegas.

April 21-24—***American Association of Advertising Agencies*** annual convention. Ritz-Carlton, Laguna Niguel, Calif. Information: (212) 682-2500.

May 5-9—***Public Radio*** annual conference. Washington. Information: (202) 822-2000.

May 16-19—***Broadcast Cable Financial Management Association*** 33rd annual convention. Buena Vista Palace, Lake Buena Vista, Fla. Information: (708) 296-0200.

May 19-23—***American Women in Radio and Television*** annual convention. Orlando, Fla. Information: (202) 429-5102.

June 6-9— ***National Cable Television Association*** annual convention. San Francisco. Information: (202) 775-3669.

June 10-15—***18th Montreux International Television Symposium and Technical Exhibition***. Montreux Palace, Montreux, Switzerland.

June 13-16—***Broadcast Promotion and Marketing Executives & Broadcast Designers Association*** annual conference and expo. Walt Disney World Dolphin and Swan Hotels, Orlando, Fla. Information: (213) 465-3777.

June 22-25—***National Association of Broadcasters*** board of directors meeting. Washington.

July 15-17— ***Satellite Broadcasting and Communications Association*** summer trade show. Opryland Hotel, Nashville. Information: (703) 549-6990.

July 18-21—***Cable Television Administration and Marketing Society*** annual convention. Atlanta. Information: (703) 549-4200.

Aug. 25-27—Eastern Cable Show sponsored by ***Southern Cable Television Association***. Atlanta. Information: (404) 255-1608.

Sept. 8-11—Radio '93 convention sponsored by ***National Association of Broadcasters***. Dallas.

Open Mike

ANOTHER SIDE TO BARTER

EDITOR: In reading your Dec. 9, 1992, "Monday Memo," we were surprised by the alleged Internal Revenue Code (IRC) information return requirements for broadcasting trade transactions, which were clearly wrong as presented. We agree that many broadcasters do not keep adequate records in regard to their trade transactions, and we also believe that many broadcasters have failed to realize the importance of stringent recordkeeping for trades.

We strongly disagree with the author that all broadcasters involved in trade transactions must file Form 1099-B. Broadcasters who enter only into normal broadcasting trade arrangements "solely for their own account" are generally exempt from preparing and filing Form 1099-B.

In a 1984 informal letter to the National Association of Broadcasters, the IRS National Office specifically stated that the IRC requirements, as they relate to the reporting of barter transactions, would not require a broadcaster who enters into normal broadcasting trade arrangements to file Form 1099-B. The IRS did warn that if broadcasters acted as middlemen in facilitating barter transactions, they could be potentially treated as barter exchangers if 100 or so such transactions occur in the calendar year, thus requiring all trade transactions to be reported on Form 1099-B. For example, broadcasters arranging restaurant trade for an office equipment supplier could fall under Form 1099-B reporting requirements.

Please note that trades must be treated as cash transactions for Form 1099-MISC reporting purposes. The IRS assessed penalties in recent audits in which the broadcaster did not issue Form 1099-MISC for trade merchandise prizes awarded. In cases where taxpayer identification numbers were unknown at the time of trade usage, they assessed the 20% backup withholding (31% after Dec. 31, 1992). Adequate trade recordkeeping helps facilitate adequate tax information reporting.—*George Nadel Rivin, CPA, partner in charge of broadcast services, Miller, Kaplan, Arase & Co., North Hollywood, Calif.*

HOWARD STERN CONT.

EDITOR: Some people will do anything for money. Unfortunately, this includes many broadcasters, including Infinity Broadcasting, Howard Stern and those that carry like programs.

The issue here is not the First Amendment or freedom of speech. It's money. If Howard Stern didn't generate the ratings or the revenue he does, he'd be off the air in no time. Infinity, I think, realizes this. However, BROADCASTING magazine and others feel they need to lionize both Infinity and Stern as champions of the First Amendment—battling a government agency that is bent on subverting the hallowed ideals proclaimed by our Founding Fathers.

Baloney! If the Founding Fathers could hear Howard Stern's version of "free speech," they'd be turning over in their graves. The First Amendment assures freedom of religion, speech and assembly. Yet, none of these freedoms is absolute. There is no government-established religion. However, some religious practices have been declared unlawful on moral grounds.

And so is Infinity Broadcasting. Its concern in this case is not "to petition the Government for redress of grievances," but to make as much money as it can. Putting Stern and Infinity in the same category with some courageous patriots and journalists who have suffered great hardships and even lost their lives speaking out against corruption and tyranny is ludicrous.

Where has our common sense gone? Has the First Amendment become such a sacred cow that we're willing to totally desensitize ourselves to what's abominable? I guess this is what BROADCASTING means when it says that freedom of speech includes freedom to be offensive.

Infinity and BROADCASTING respond that the programing in question is "servicing" the public simply because many choose to listen. By that standard, drug pushers, prostitutes, loan sharks and others that prey on our human weaknesses should be allowed to operate unhindered just because their self-destructive products are in demand. Yes, they "service" the public. But serve it? No.

What we're talking about here is material that appeals to humanity's lowest instincts of lust, hatred and perversion. It's being pandered ostensibly in the name of free speech—but really in the name of money. I wonder which ideal is the higher calling these days. That's a question every broadcaster must ask.—*Robertson C. Scott Jr., station manager, KDB(FM) Santa Barbara, Calif.*

EDITOR: In the very issue where you defend the mad mutterings of Howard Stern, the shockmeister himself is quoted as saying, "I don't apologize to anybody for anything I ever say." I believe that says it all. Obviously the licensee (Infinity) has no control over their property while Stern is on air, and he is as willing to thumb his nose at Mel Karmazin as he is at the FCC. I believe that your continued support for Stern is admirable but misguided.

Woody Tanger is to be commended for sounding the alarm to an industry hell-bent on destroying itself from within. Anyone who can find something of value (other than the Infinity bottom line) from the Howard Stern toilet bowl with teeth is truly a visionary. It is Stern who has the cancer and it is Karmazin to whom it will spread. One need not be a prude to find Howard Stern objectionable. The admonition to "turn the dial" is simplistic and unresponsive. Working parents cannot "turn the dial" for impressionable young minds tuned to the Stern garbage mill. Bigots and racists feed their fury through Stern and thus do not "turn the dial." Meanwhile the Stern ego grows and the man can easily forget that he is but a boil on the butt of humanity. Troublesome but geographically correct.—*Tom Joyner, president, Joyner Advertising Inc., Raleigh, N.C.*

For the Record

As compiled by BROADCASTING from December 7 through December 11 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq—frequency; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; mod.—modification; MP—modification permit; ML—modification license; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Applications

■ **KSNT(AM)-KRQQ(FM) Tucson, AZ** (AM: BAL921130EC; 940 khz; 1 kw-D, 250 w-N; FM: BALH921130ED; 93.7 mhz; 91 kw; ant. 2,030 ft.)—Seeks assignment of license from Nationwide Communications Inc. to Prism Radio Partners Ltd. for $4.5 million, and is also purchasing KWFM-AM-FM Tucson, AZ, for $4 million (see "Changing Hands," Dec. 7, and WOKV[AM]-WKQL[FM] Jacksonville, FL, below). Filed Nov. 30.

■ **KDHT(FM) Greeley, CO** (BALH921202GW; 92.5 mhz; 57 kw; ant. 1,237)—Seeks assignment of license from APB Broadcasting Inc. to Premiere Radio Networks Inc. for $3.55 million ("Changing Hands," Nov. 30). Filed Dec. 2.

■ **WOKV(AM)-WKQL(FM) Jacksonville, FL** (AM: BTC921127GU; 600 khz; 5 kw-D, 5.4 kw-N; FM: BTCH921127GV; 96.9 mhz; 98 kw; ant. 1,014 ft.)—Seeks transfer of control of Phalen & Associates Inc., general partner of Prism Radio Partners. Transferor will be replaced as sole general partner of Prism Radio Partners by PRP GP Ltd., resulting from restructuring and recapitalization of partnership. Application also seeks to establish advisory committee to Prism Radio for acquisition purposes. Prism Radio Partners is headed by William Phalen, who is also purchasing KSNT(AM)-KRQQ(FM) Tucson, AZ (see above). Transferee is headed by Ralph E. Loewenberg. Filed Nov. 27.

■ **WDBD(TV) Jackson, MS** (BALCT921204KF; ch. 40; 1,492 kw-V; 149 kw-A; ant. 1,210 ft.)—Seeks assignment of license from D & K Broadcast Properties Ltd. to Pegasus Broadcast Television Ltd. for approximately $21 million. Assignment includes WDSI(TV) Chattanooga, TN (see "Changing Hands," p. 69, and below). Filed Dec. 4.

■ **KASP(AM)-WKBQ(FM) St. Louis** (AM: BAL921127ED; 1380 khz; 5 kw-D, 1 kw-N; FM: BALH921127GR; 106.5 mhz; 90 kw; ant. 1,120 ft.)—Seeks assignment of license from KASP License Corp., subsidiary of Evergreen Media, to WPNT Inc. for $7 million ("Changing Hands," Nov. 30). Filed Nov. 27.

■ **WDSI-TV Chattanooga, TN** (BALCT921204KG; ch. 61; 2,250 kw-V; 112.5 kw-A; ant. 1,970 ft.; see WDD[TV] Jackson, MS, above).

■ **KVTY(FM) Mission, TX** (BALH921125GT; 105.5 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from RGV Broadcasting Inc. to La Nueva KBOR Inc. for $350,000 (see "Changing Hands," p. 69). Filed Nov. 25.

Actions

■ **KGEO(AM)-KGFM(FM) Bakersfield, CA** (AM: BAL911211EA; 1230 khz; 1 kw-U; FM: BALH911211EB; 101.5 mhz; 4.8 kw; ant. 1,280 ft.)—Granted assignment of license from Kern Broadcasting Corp. to Rogers Brandon for $1.75 million ("For the Record," Jan. 13). Action Dec. 9.

■ **KSTE(AM) Rancho Cordova, CA** (BAP910520EB; 650 khz; 25 kw-D, 1 kw-N)—Granted assignment of CP from Minority Communications of California Inc. to Fuller-Jeffrey Broadcasting Corp. for $1 million ("For the Record," June 10, 1991). Action Dec. 9.

■ **KBOB(FM) West Covina, CA** (BTCH921009GY; 98.3 mhz; 810 w; ant. -265 ft.)—Granted transfer of control of Robert Burdette & Assoc., pursuant to Superior Court of California ("For the Record," Nov. 9). Action Dec. 7.

■ **KGRQ(FM) Pueblo, CO** (BALH921020GF; 107.1 mhz; 50 kw; ant. 338 ft.)—Granted app. of Sunbrook Pueblo Ltd. to Pueblo Broadcasters, Inc. for $174,000. **Seller** is headed by Larry Roberts. Roberts is shareholder of general partner of assignor, Sunbrook Communications Ltd., licensee of four AM's and four FM's. He also has interests in licensees of KYSN(FM) East Wenatchee, WA, which was recently sold ("For the Record," Oct. 12), and KXAA(FM) Rock Island, WA. **Buyer** is headed by Marc O. Hand, and has permittee of KZKG(FM) Pueblo, CO. Action Dec. 9.

■ **WMLB(TV) Miami** (BTCCT921016KH; ch. 35; 5,000 kw-V; ant. 1,174 ft.)—Granted transfer of control of New Miami Latino Broadcasting Corp. to William C. de la Pena for $1.6 million ("For the Record," Nov. 9). Action Dec. 7.

■ ***WCLK(FM) Atlanta** (BTCED920702HF; 91.9 mhz; 2.5 kw; ant. 300 ft.)—Granted transfer of control from Clark College to Clark Atlanta University Inc. for no cash consideration as part of consolidation of Clark College and Atlanta University ("For the Record," July 20). Action Dec. 9.

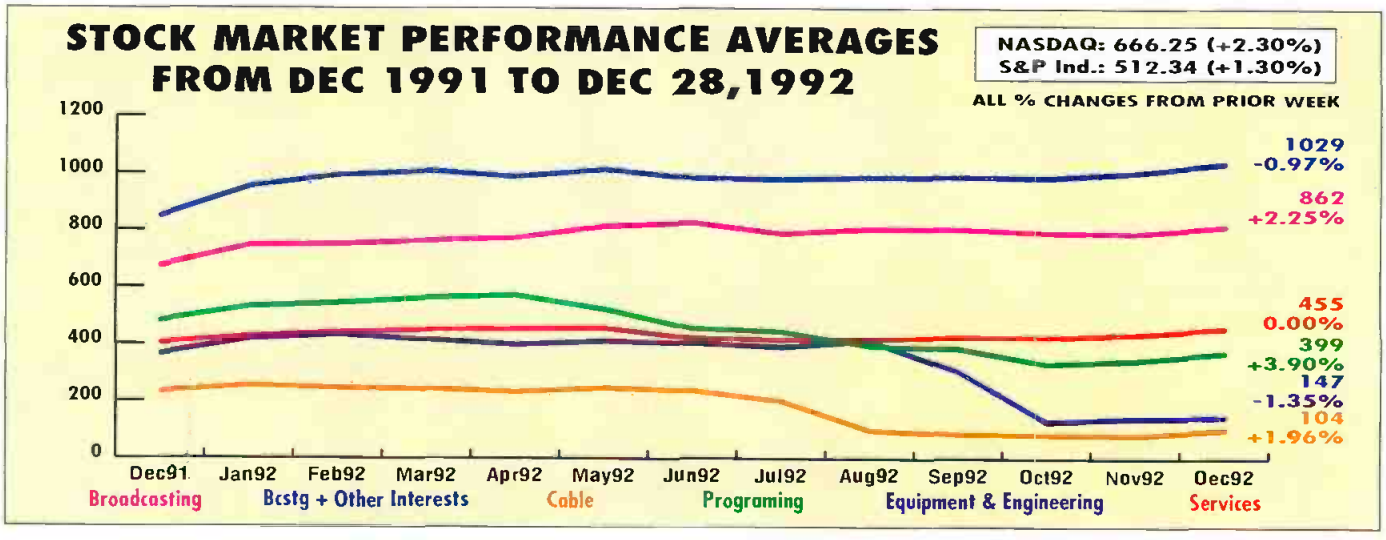
■ **KLER-AM-FM Orofino, ID** (AM: BAL921020EA; 1300 khz; 5 kw-D, 1 kw-U; FM: BALH921020HK; 95.3 mhz; 100 kw; ant. 750 ft.)—Granted assignment of license from 4-K Radio Inc. to Central Idaho Broadcasting for $75,000 ("For the Record," Nov. 16). Action Dec. 7.

■ **KSIG(AM) Crowley, LA** (BAL921023EB; 1450 khz; 1 kw-U)—Granted assignment of license from KSIG Radio Inc. to Acadia Broadcast Partners Inc. for $350,000 ("For the Record," Nov. 16. Action Dec. 7.

■ **WCEG(AM) Middleborough, MA** (BAL921023EE; 1530 khz; 1 kw-D)—Granted assignment of license from Steven J. Callahan to Metro South Broadcasting Network Inc. for $150,000 ("For the Record," Nov. 16). Action Dec. 8.

■ **KKAQ(AM)-KKDQ(FM) Thief River Falls, MN** (BAL921026EA; 1460 khz; 2.5 kw-U; FM: BALH921026EB; 99.3 mhz; 6 kw; ant. 170 ft.)—Granted assignment of license from Olmstead Broadcasting Inc. to Spectrum Broadcasting Inc. for $441,000 ("For the Record," Nov. 16). Action Dec. 11.

■ **WJKX(FM) Ellisville, MS** (BALH920917GF; 102.5 mhz; 50 kw; ant. 377 ft.)—Granted assignment of license from KZ Radio Ltd., debtor-in-possession, to South Jones Broadcasters Inc. for $50,000 ("For the Record," Oct. 26). Action Dec. 9.



■ **WADB(FM) Point Pleasant, NJ** (BALH921009GV; 95.9 mhz; 4 kw; ant. 240 ft.)—Granted assignment of license from Pleasant Broadcasters Inc. to Seawood Broadcasters Inc. for $2 million ("For the Record," Nov. 9). Action Dec. 7.

■ **WARW(AM) Cornwall, NY** (BAL911119ED; 1170 khz; 1 kw-D)—Granted assignment of license from 530 Route 94 Corp. to William H. Walker III for $25,000 ("For the Record," Dec. 9, 1991). Action Dec. 9.

■ **WONE(AM)-WTUE(FM) Dayton, OH** (AM: BAL921019HS; 980 khz; 5 kw-U; FM: BALH921019HT; 104.7 mhz; 50 kw; ant. 499 ft.)—Granted assignment of license from Summit-Dayton Broadcasting Corp. to Stoner Broadcasting System Inc. for $7.7 million ("For the Record," Nov. 16). Action Dec 9.

■ **WKIN(AM)-WKOS(FM) Kingsport, TN** (BAL921009GO; 1320 khz; 5 kw-D, 500 w-N; FM: BALH921009GP; 104.9 mhz; 1 kw; ant. 475 ft.)—Granted assignment of license from Radio Station WKIN Inc. to Tri-Cities Radio Corp. for $500,000 ("For the Record," Nov. 9). Action Dec. 8.

■ **KZXR(FM) Prosser, WA** (BALH921014HM; 101.7 mhz; 3.5 kw; ant. 865 ft.)—Granted app. of Cormac C. Thompson Inc. to Bogart-Funk Enterprises Inc. for estimated $285,000. **Seller** has no other broadcast interests. **Buyer** is headed by O. Eldon Bogart, and has no other broadcast interests. Action Dec. 9.

■ **KUDY(AM)-KKZX(FM) Spokane, WA** (AM: BAL921019EH; 1280 khz; 5 kw-D; FM: BALH921019EI; 98.9 mhz; 100 kw; ant. 1,614 ft.)—Granted assignment of license from Inland Empire Broadcasting Inc. to Carl T. Robinson for $1.008 million ("For the Record," Nov. 9). Action Dec. 7.

■ **WRLS-FM Hayward, WI** (BAPLH921020GV; 92.1 mhz; 3 kw; ant. 300 ft.)—Granted assignment of CP from Pine-Aire Broadcasting Inc. to Vacationland Broadcasting Inc. for $275,000 ("For the Record," Nov. 16). Action Dec. 9.

NEW STATIONS

Applications

■ **Wetumpka, AL** (BPH921125MG)—Mark Drummond seeks 97.9 mhz; 3 kw; ant. 100 m. Address: 815 North La Brea, Suite 177, Inglewood, CA 90302. Applicant has no other broadcast interests. Filed Nov. 25.

■ ***Laramie, WY** (BPET921210KE)—Central Wyoming College seeks ch. 8; 316 kw; ant. 356 m. Address: 2660 Peck Avenue, Riverton, WY 82501. Applicant is headed by JoAnne McFarland, and Larry Christensen, and is licensee of KCWC-FM-TV Riverton-Lander, WY, and seven low power and translator TV's. Filed Dec. 10.

Actions

■ ***Torrington, CT** (BPED900212ML)—Returned app. of Torrington, CT, Board of Education for 89.9 mhz; .1 kw; ant. -27 m. Address: 355 Migeon Ave., Torrington, CT 06790. Applicant is headed by Marvin Maskovsky, and has no other broadcast interests. Action Dec. 4.

■ **South Congaree, SC** (BPH910228MC)—Granted app. of Glory Communications for 95.3 mhz; 3 kw; ant. 100 m. Address: 820 Royal Tower, Irmo, SC 29063. Applicant is headed by Alexander Snipe Jr., and has no other broadcast interests. Action Dec. 9.

■ **Portsmouth, OH** (BPED920305MI)—Granted app. of Ohio State University for 91.5 mhz; .11 kw; ant. 368 m. Address: 2400 Olentangy River Rd., Columbus, OH 43210. Applicant is headed by Dale K. Ouzts (general manager), and is licensee of WOSU-AM-FM-TV Columbus, WPBO-TV Portsmouth and WOSV(FM) Mansfield, all Ohio. Action Nov. 23.

FACILITIES CHANGES

Applications

AM's

■ **Nenana, AK** KIAM(AM) 630 khz—Nov. 27 application of Voice of Christ Ministries Inc. for CP to increase power to 8.5 kw-10 kw.

■ **Cherry Valley, MA** WCRN(AM) 830 khz—Nov. 27 application of Carter Broadcasting Corp. for MP (BP870305AA) to change city of lic. to Worcester, MA; increase power to 5 kw-7 kw; make changes in antenna system.

■ **Cheyenne, WY** KSHY(AM) 1370 khz—Nov. 24 application of Radio Property Ventures-Cheyenne Inc. for CP to change TL to Third Street between Van Lennan and Evans, Cheyenne: 41 07 22 - 104 48 07.

FM's

■ **Thomasville, AL** WJDB-FM 95.3 mhz—Dec. 1 application of Griffin Broadcasting Corp. for CP to make changes: ERP: 9.6 kw (H&V); ant.: 160 m.; TL: .25 km east of U.S. Highway 43, 1.5 km north of Grove Hill city limits, class changed to 238C3 (per MM docket #90-563).

■ **Fayetteville, AR** KKEG(FM) 92.1 mhz—Nov. 16 application of Demaree Media Inc., debtor-in-poss., for CP to make changes; change ERP: 25 kw H&V; ant. 100 m.; class C3.

■ **Gilroy, CA** KUFX(FM) 94.5 mhz—Nov. 23 application of Kool Communications Inc. for mod. of license (BLH-910208KA) to install new antenna and decrease length of a transmission line.

■ **Kings Beach, CA** KXKB(FM) 89.9 mhz—Dec. 3 application of California State University for mod. of CP (BPED-901012MH) to make changes; change ERP: 37.9 kw (H); ant.: 896 m.; frequency: 90.5 khz; TL: Mt. Rose Summit radio transmitter facility, 8.8 km north east of community of Incline Village, CA; change main studio location; frequency: 90.5 mhz; change class to C; change community of license from Kings Beach to Tahoe City, CA.

■ **Magalia, CA** KWXP(FM) 88.3 mhz—Nov. 24 application of Educational Media Foundation Inc. for mod. of CP (BPED-900315MF) to change TL: Cohasset Ridge, 24 km NNE of Chico. CA.

■ **Naples Park, FL** WIXI(FM) 105.5 mhz—Nov. 25 application of Wodlinger Broadcasting of Naples Inc. for CP to make changes: ERP: 7.1 kw (H&V); ant.: 181 m.; class changed to C3 (per MM docket #92-807).

■ **Leesburg, GA** WEGC(FM) 103.7 mhz—Nov. 25 application of Rowland Albany Radio Inc. for CP to make changes; change ERP: 25 kw (H&V); ant.: 100 m.; TL: 6.3 km (3.39 mi.) SSW of intersection of State Routes 32 and 91. Lee County, GA; change frequency from 103.7 to 103.5; change to class C3 (per MM docket #91-326).

■ **Ocilla, GA** WSIZ-FM 98.5 mhz—Nov. 25 application of Osceola Communications Inc. for mod. of CP (BPH-870930MG) to make changes; ERP: 6 kw H&V, ant.: 100 m., TL: 400 ft. east of Highway 129 and 14 km south of Ocilla, and to change antenna supporting-structure height.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL[*]
Commercial AM	4,963	184	5,147
Commercial FM	4,742	927	5,669
Educational FM	1,570	299	1,869
Total Radio	**11,275**	**1,410**	**12,685**
Commercial VHF TV	557	13	570
Commercial UHF TV	587	157	744
Educational VHF TV	124	5	129
Educational UHF TV	237	8	245
Total TV	**1,505**	**183**	**1,688**
VHF LPTV	466	139	605
UHF LPTV	825	922	1,747
Total LPTV	**1,291**	**1,061**	**2,352**
FM translators	1,923	386	2,309
VHF translators	2,517	81	2,598
UHF translators	2,426	433	2,859

CABLE

Total subscribers	55,786,390
Homes passed	89,400,000
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

[*] Includes off-air licenses.
[1] Construction permit.
† Penetration percentages are of TV household universe of 92.1 million.
Source: Nielsen, NCTA and Broadcasting's own research.

■ **Honolulu** KINE-FM 105.1 mhz—Nov. 12 application of RLS Radio Inc. for CP to make changes to antenna supporting-structure height.

■ **Dowagiac, MI** WDOW-FM 92.1 mhz—Nov. 24 application of Dowagiac Broadcasting Company Inc. for CP to change ERP: 5.9 kw H&V.

■ **Ludington, MI** WKLA-FM 106.3 mhz—Nov. 23 application of Chickering Associates Inc. for CP to make changes: change ERP: 4.9 kw (H&V); ant.: 110 m.

■ **Scottville, MI** WKZC(FM) 95.9 mhz—Nov. 23 application of West Shore Broadcasting Corp. for CP to make changes; change frequency: 94.9 mhz; (per MM docket #89-385); ERP: 17 kw (H&V); ant.: 122 m.; TL: 5450 West Ehler Road, Ludington, MI; change to class C3 (per MM docket #89-385).

■ **Fosston, MN** KKCO-FM 107.1 mhz—Nov. 27 application of Pine to Prairie Broadcasting Inc. for CP to make changes: ERP: 50.5 kw (H&V); ant.: 147 m.; TL: 1.2 km E of Polk/Clearwater County Line, 8 km N of US Highway 2, 15 km ENE of Fosston, class changed from A to C2 (per MM docket #92-89).

■ **Hattiesburg, MS** WJMG(FM) 92.1 mhz—Nov. 23 application of Circuit Broadcasting Co. of Hattiesburg for CP to make changes; change ERP: 6 kw (H&V); ant.: 91 m.

■ **La Monte, MO** KOSY(FM) 97.1 mhz—Nov. 27 application of Valkyrie Broadcasting Inc. for mod. of CP (BPH-890313MM as mod.) to make changes; change antenna supporting-structure height.

■ **Springfield, MO** KXUS(FM) 97.3 mhz—Nov. 27 application of Demaree Media Inc., debtor-in-poss.; for mod. of CP (BPH-870224IL) to make changes; change ant.: 177 m.

■ **Great Falls, MT** KMON-FM 94.5 mhz—Nov. 20 application of Staradio Corp. for mod. of CP (BPH-870224IO) to make changes; change ERP: 48 kw (H&V) ant.: 1,931 ft. (589 m.); TL: at Tiger Butte, 43 km SE of Great Falls (Cascade Co.); change class to C (per MM docket #92-88).

■ **Patterson, NY** WMJV-FM 105.5 mhz—Nov. 19 application of Tri-Valley Broadcasting Corp. for CP to make changes: ERP: .9 kw (H&V); ant.: 186 m.

■ Atlantic, NC WTKF(FM) 107.3 mhz—Nov. 24 application of Down East Radio Communications for CP to make changes; change ERP: 70 kw (H&V); ant.: 185 m.; change to class C3 (per MM docket #91-358).

■ **Maumee, OH** WYSZ(FM) 89.3 mhz—Nov. 17 application of Side By Side Inc. for mod. of CP (BPED-910225MC) for new station; change ERP: 2.45 kw H&V; ant. 93 m.; change to class A; specify measured directional antenna pattern.

■ **Tiffin, OH** WHEI(FM) 93.3 mhz—Dec. 3 application of Heidelberg College for CP to make changes; change: ERP: .1 kw (H); ant.: 18 m.; change class to A.

■ **Hawley, PA** WYCY(FM) 105.3 mhz—Nov. 19 application of Susan T. Larose for mod. of CP (BPH-890925MG) to make changes; change ERP: 3.3 kw (H&V).

■ **Sharon, PA** WYFM(FM) 102.9 mhz—Nov. 24 application of Sharon Broadcasting Co. Inc. for CP to make changes to ERP: 44 kw (H&V).

■ **Belle Fourche, SD** KBFS-FM 95.9 mhz—Nov. 13 application of Lovcom Inc. for CP to make changes: ant.: 472 m.; TL: Terry Peak; class changed from C2 to C1 (per MM docket #91-12).

Actions

AM's

■ **Crescent City, CA** KPOD(AM) 1240 khz—Granted app. of William E. Stamps Sr. (BP-920818AE) for CP to change TL to 400 ft. SE of county fairgrounds at Crescent City; 41 45 35 - 124 11 28. Action Nov. 25.

■ **Hogansville, GA** WMXY(AM) 720 khz—Granted app. of T. Wood and Associates Inc. (BP-920814AC) for CP to reduce day power to 7.97 kw and make changes in antenna system. Action Nov. 25.

■ **Pocomoke City, MD** WDMV(AM) 540 khz—Granted app. of Five Star Broadcasting Inc. (BP-920508AA) for CP to change city of lic. to Brinklow, MD; increase power to 1 kw,; make changes in antenna system and change TL to 1.3 km NNW of intersection of state Hwy 97 and Jennings Chapel Road, Roxbury Mills, MD: 39 15 42 - 77 03 39. Action Nov. 25.

FM's

■ **Bay Minette, AL** WNWT(FM) 105.5 mhz—Dismissed app. of Faulkner-Phillips Media Inc. (BPH-920716IC) for CP to make changes; change: ERP: 5.3 kw (H&V). Action Nov. 30.

■ **Los Angeles** KKLA(FM) 99.5 mhz—Granted app. of New Inspiration Broadcasting Co. Inc. (BPH-920730IK) for CP to make changes; ERP: 10.7 kw H&V, ant.: 878 m. and TL: Mt. Wilson antenna farm, Los Angeles. Action Nov. 30.

■ **Mojave, CA** KAVS(FM) 97.7 mhz—Informal objection filed against Antelope Broadcasting Co. Inc. for CP (BPH-901016IB) to make changes; change ant. 100 m.; increase ERP: 6 kw H&V (per MM docket #88-375). Action Nov. 24.

■ **Kremmling, CO** KRKM(FM) 106.3 mhz—Dismissed app. of Hays Group Inc. (BPH-900102IC) for CP to make changes; change ERP 3.4 kw H&V; ant. 323 m. class C2. Action Nov. 30.

■ **Willimantic,** CT WECS(FM) 90.1 mhz—Returned app. of Eastern Connecticut State College (BPED-920224MF) for CP to make changes; change ERP: .22 kw (H), 1.35 max kw (V); ant.: 155 m. Action Dec. 3.

■ **Sarasota, FL** WAYG(FM) 89.1 mhz—Granted app. of SW Florida Community Radio Inc. (BMED-920603IB) for mod. of CP (BPED-880624MJ) to make changes; change: ERP: 50 kw (H&V); ant.: 141 m.; TL: 2806 East Venice Avenue, Sarasota County, FL; change class to C2 (per MM docket #90-249). Action Dec. 4.

■ **Venice, FL** WCTQ(FM) 92.1 mhz—Dismissed app. of Asterisk Radio Inc. (BPH-920717IH) for CP to make changes: ERP: 17.5 kw (H&V), ant.: 118 m., TL: 282 N. Auburn Road, Venice; class C3 (per MM docket #91-257). Action Nov. 30.

■ **Richmond Hill, GA** WRHQ(FM) 105.3 mhz—Granted app. of Thoroughbred Communications Inc. (BPH-920803IE) for CP to make changes; change: ERP: 11.237 kw (H&V); ant.: 148.2 m.; TL: 1311 West 52nd Street; Savannah, GA; change class to C3 (per MM docket #91-127). Action Nov. 30.

■ **Columbus, KS** KOCD(FM) 105.3 mhz—Granted app. of Saturn Communications Inc. (BMH-920723IC) for mod. of CP (BPH-910506IF) to make changes: ERP: 6.1 kw (H&V), ant.: 94 m., frequency: 105.3 mhz; class: C3 (per MM docket #90-453). Action Nov. 27.

■ **Herington, KS** KDMM(FM) 105.7 mhz—Granted app. of Marie Willis and Donald D. Willis (BMH-920527IJ) for CP to make changes: ant.: 141 m., TL: 2 mi. W of US 56 and 77 and 1.5 mi. N of Ramona Blacktop, Herington; change to class C3 (per docket #91-54). Action Nov. 30.

■ **Cleveland, MS** WMJW(FM) 107.5 mhz—Granted app. of Carol B. Ingram (BMH-920326IG) for CP to make changes; change ERP: 25 kw (H&V), ant.: 100 m., TL: 18.87 km NNW Cleveland, MS, on state Hwy 32, change frequency: 107.5 mhz; (per docket #89-415), change class to C3 (per docket #89-415) change community of license from Cleveland to Rosedale, MS (per docket #89-415); mod. of permit (BPH-880831NM as mod.). Action Dec. 4.

■ **Gallup, NM** KKJI(FM) 106.1 mhz—Granted app. of MBC Communications Southwest Inc. (BMH-920115IN) for mod. of CP (BPH-880603MP) to make changes: change ERP: 26 kw (H&V); ant.: 56.3 m.; TL: .2 km west of Highway 32, 3.7 km south of intersection of Highways 32 and 66. Action Nov. 30.

■ **New York** WFUV(FM) 90.7 mhz—Granted app. of Fordham University (BPED-831118AL) for CP to

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change TL: SE corner of Lombardi Memorial Center, Fordham Univ. campus, E. Fordham Rd., New York, increase ant.: 500 ft., change transmitter, transmission line and make changes in antenna system: 40 51 44 - 73 53 00; major environmental action under section 1.1305; pet. for recon. granted 9-30-92. Action Dec. 27.

■ **Moyock, NC** WMYK(FM) 92.1 mhz—Granted app. of Virginia Urban Radio Inc. (BMH-920601IM) for mod. of CP (BPH-880815ID) for changes: ERP: 18 kw (H&V), ant.: 117 m., TL: 1265 West Landing Road, Virginia Beach, VA; make changes to directional antenna (grant rescinded 6-19-92). Action Nov. 30.

■ **Akron, OH** WAPS(FM) 89.1 mhz—Granted app. of Board Of Educ., Akron City Schools (BPED-920529MA) for CP to make changes; change ERP: .8 kw (H&V); ant.: 46 m.; TL: corner of Steiner Avenue and South Main Street, Akron OH; change frequency to 91.3 mhz. Action Dec. 1.

■ **Bixby, OK** KBXT(FM) 105.3 mhz—Granted app. of John M. Singer (BMH-920520IB) for mod. of CP (BPH-880602NY) to make changes: ERP: 25 kw (H&V) TL: .87 km ESE of intersection of Harvard Ave. and 131st St., Jenks, OK; class: C3 (per MM docket #91-179). Action Nov. 30.

■ **Beaver Springs, PA** WYHA(FM) 106.1 mhz—Dismissed app. of Marnu Inc. (BMH-911017IE) for mod. of CP (BPH-900503ML) to make changes; change ERP: .18 kw (H&V); ant.: 399.1 m.; TL: 1.6 km east of intersection of Shade Mountain Rd. and Rte. 235, Spring Twnshp. Action Nov. 4.

■ **Dallas, PA** WDLS(FM) 93.7 mhz—Granted app. of Mountain Broadcasting Inc. (BPH-920403IF) for CP to make changes: ERP: 1.45 kw (H&V). Action Dec. 3.

■ **Gettysburg, PA** WZBT(FM) 91.9 mhz—Granted app. of Gettysburg College (BPED-920325ME) for CP to make changes: ERP: .18 kw (H&V), ant.: 116 m.; TL: 775 Old Harrisburg Rd., Gettysburg. Action Nov. 30.

■ **Providence,** RI WBRU(FM) 95.5 mhz—Granted app. of Brown Broadcasting Service Inc. (BPH-871106IU) for CP to make changes; TL: Ludlow Rd. on Neutaconkanut Hill, Johnston, Providence County, RI; change ERP: 50 kw (H&V); change ant.: 150 m.; 41 48 28 - 71 28 12; petition for reconsideration granted. Action Nov. 23.

■ **Walterboro, SC** WONO(FM) 105.3 mhz—Granted app. of TBJ Broadcasting Partnership (BPH-920803IH) for CP to make changes; change frequency: 93.7 mhz; ERP 6 kw H&V: TL: off Featherbed Road, Colleton County, SC; 359.9 degree of Neyles; 1.84 km SE (162.8 degrees) of Sany Dam Branch (per MM docket #91-127). Action Dec. 1.

■ **Columbus, TX** KULM-FM 98.3 mhz—Granted app. of Wajama Productions Inc. (BMH-920730IJ) for mod. of CP (BPH-900810ID) to change antenna supporting- structure height and ant.: 77 m. Action Nov. 30.

■ **Kerrville, TX** KITE(FM) 92.1 mhz—Granted app. of Guadalupe Communications Inc. (BPH-920810IM) for CP to make changes; change ERP: 44 kw (H&V); ant.: 123 m.; change frequency from 92.1 mhz to 92.3 mhz; change class to C2 (per MM docket #89-261). Action Dec. 3.

■ **Killington, VT** New FM 105.3 mhz—Granted app. of Killington Broadcasting Ltd. (BMH-920928IC) for mod. of CP (BPH-851030MN) to make changes; change ERP: 1.15 kw (H&V) ant.: 786 m.; correct site coordinates. Action Nov. 30.

■ **Chase City, VA** WFXQ(FM) 99.9 mhz—Granted app. of Patricia B. Wagstaff (BMH-920325IH) for mod. of CP (BPH-880107NH) to make changes; change: ERP: 12.15 kw (H&V); ant.: 143 m.: TL: .1 km west of Route 662, 1.25 km north of intersection with Route 47. Action Nov. 27.

■ **Montgomery, WV** WZKM(FM) 93.3 mhz—Returned app. of R-S Broadcasting Company Inc. (BMH-920928IE) for mod. of CP (BPH-891220MG) to make changes; change ERP: 1.81 kw (H&V) ant.: 180.6 m.; TL: 1.4 km north of St. Anthony's Church, Boomer, WV. Action Nov. 30.

■ **Sheboygan, WI** WWJR(FM) 97.7 mhz—Granted app. of Sheboygan Broadcasting Co. Inc. (BPH-891005ID) for CP to make changes; change ERP: 6 kw H&V, ant.: 77.4 m. Action Nov. 30.

TV's

■ **West Point, MS** WLOV-TV ch. 27—Granted app. of Love Communications Co. (BPLCT-920805KI) for mod. of lic. to change main studio location to Beech Springs Road, 4.35 mi., Tupelo, MS. Action Nov. 25.

ACTIONS

■ **Directed** sample of cable systems to provide rate and other information to permit Commission to carry out mandate of 1992 Cable Act. (Report MM-683, Mass Media Action, by Commission December 10 by Order [FCC 92-545].)

■ **Partially waived** Sunshine Period prohibition contained in ex parte rules to permit participation by Commission personnel in forum regarding implementation of 1992 Cable Act. (MM dockets 92-261 thru 92-266 by Order [FCC 92-547] adopted December 11 by Commission).

■ **Proposed** to adopt Motorola C-Quam system as single AM broadcasting stereo transmission standard, in accordance with 1992 Cable Act. (MM docket 92-298, Report DC-2291, by Commission December 10 by NPRM [FCC 92-546].)

■ **Seeking** comment, as part of its implementation of 1992 Cable Act, on interpretation and implementation of the cross-ownership and anti-trafficking provisions of that Act as well as on adoption of limits on horizontal concentration and vertical integration in the cable industry. (MM docket 92-264, Report DC-2283, by Commission December 10 by NPRM [FCC 92-542].)

■ **Advanced Television System** Extended deadline for filing comments and reply comments to Memorandum Opinion and Order-Third Report and Order-Third Further Notice of Proposed Rule Making in MM docket 87-268. Comments are due January 7; replies February 8. (By Order [DA 92-1714] adopted December 17 by Chief, Mass Media Bureau).

■ **IDB Communications Group Inc.** Authorized to establish channels of communication between U.S. and former U.S.S.R. via Soviet Statsionar 11 Satellite System for provision of international TV service and private line services not interconnected with public switched network.

■ **USA Today Sky Radio** Granted application of USA Today Sky Radio for blanket license for 2000 receive-only Mobile Earth Stations to be mounted on aircraft. (By O&A [DA 92-1635] adopted December 1 by the Chief, Domestic Facilities Division).

■ **Mecca, CA** Granted application of Michael Durden for new FM on channel 249A; denied competing application of Playa Del Sol Broadcasters. (MM docket 90-504, by ID [FCC 92D-70] issued December 10 by ALJ Arthur I. Steinberg).

■ **Ormond-by-the-Sea, FL** Granted application of Gloria Bell Byrd for new FM on channel 239A; denied or dismissed six competing applications. (MM docket 90-277, by Decision [FCC 92R-88] adopted November 24 by Review Board).

■ **Rome, GA** Asked for comments on petition by TV 14 Inc., licensee of WTLK(TV) channel 14 (ind.), seeking to amend Commission's rules to change designation of Atlanta TV market to "Atlanta-Rome, GA." (MM docket 92-295, Report DC- 2281, action by Commission December 4, 1992, by NPRM [FCC 92-536].)

■ **Roswell, GA** Denied petition by unsuccessful applicants for review of decision of Review Board that reversed ID and granted application of Johnson Broadcasting Inc., for new FM on channel 298A. (MM docket 89-337, by MO&O [FCC 92-523] adopted November 23 by Commission).

■ **Richwood, LA** Designated for hearing mutually exclusive applications of Russ Robinson and Urban Network Communications for new FM on channel 265A. (MM docket 92-285 by Order [DA 92-1591] adopted November 23 by Chief, Audio Services Division, Mass Media Bureau).

■ **Raleigh, NC** Granted application of Bernard Dawson for new FM on channel 275A; denied applications of Rem Malloy Broadcasting, Peebles Broadcasting Company Interactive Media, Free Air Corporation and Special Markets Inc. (MM docket 88-306 by Further Supplemental Initial Decision [FCC 92D-69] adopted December 2 by ALJ Joseph Chachkin.)

■ **Lexington, SC** Granted application of Lexington Communications, Ltd., for new FM on channel 253A; denied competing application of Standard Broadcasting Inc. (MM docket 90-25 by Decision [FCC 92R-89] adopted December 2 by Review Board).

■ **Mt. Juliet, TN** Granted application of Jamal Broadcasting, L.P., for new FM on channel 294A; denied competing applications. (MM Docket 91-84, by Decision [FCC 92R-90] adopted December 7 by Review Board).

■ **Decatur, TX** Granted application for modification and extension of time filed by Decatur Telecasting Inc.; granted assignment application, without prejudice, of Decatur Telecasting Inc. and Word of God Fellowship Inc. (By MO&O [DA 92-1651] adopted December 3 by Chief, Video Services Division).

ALLOCATIONS

■ **Repton, AL** Proposed amending FM Table to allot channel 266A to Repton; comments due February 3; replies February 18. (MM docket 92-284, by NPRM [DA 92-1585] adopted November 18 by Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau).

■ **Smiths, AL** Effective January 29, allotted channel 267A as that community's first local service. Filing window: January 29-March 1; terminated proceeding. (MM docket 92-199 by R&O [DA 92-1596] adopted November 24 by Chief, Allocations Branch, Mass Media Bureau).

■ **Hope and Fordyce, both Arkansas** Proposed amending FM Table by substituting channel 269C2 for channel 269A at Hope; proposed modification of license of KXAR-FM accordingly; proposed substitution of channel 272A for channel 269A at Fordyce and modification of license of KQEW(FM) accordingly; ordered KQEW(FM) to show cause why its license should not be modified. (MM docket 92-283, by NPRM and OSC [DA 92-1583] adopted November 18 by Chief, Allocations Branch).

■ **Colfax, IL** Proposed allotting channel 299A as that community's first local service. Comments are due February 4; replies February 19. (MM docket 92-290 by NPRM [DA 92-1598] adopted November 24 by Chief, Allocations Branch).

■ **Cambridge and St. Michaels, both Maryland** Proposed reallotment of channel 232A from Cambridge to St. Michaels as that community's first local service and modification of WFBR CP to specify community of license as St. Michaels. Comments are due February 4; replies February 19. (MM docket 92- 291 by NPRM [DA 92-1624] adopted November 25 by Chief, Allocations branch).

■ **Stillwater, OK** Proposed allotting channel 251A to Stillwater as that community's third local service. Comments are due February 4; replies February 19. (MM docket 92-293 by NPRM [DA 92-1626] adopted November 30 by Chief, Allocations Branch).

■ **Milton-Freewater, OR** Proposed substituting channel 250C2 for channel 250C3 at Milton-Freewater and modifying KLKY's CP accordingly. Comments are due February 4; replies February 19. (MM docket 92-292 by NPRM [DA 92-1627] adopted November 30 by Chief, Allocations Branch).

■ **Seaside, OR** Proposed allotting channel 255A to

Seaside as that community's second local service. Comments are due February 4; replies February 19. (MM docket 92-294 by NPRM [DA 92-1625] adopted November 30 by Chief, Allocations Branch).

CALL LETTERS

Applications Contingent on Pending Sales

Existing FM's

KCKZ(FM)	KOLH Amaturo Group Ltd.; Riverside, CA
WAMQ(FM)	WBBS WAMC; Great Barrington, MA
WGGY(FM)	WGBI-FM Lackazerne Inc.; Scranton, PA
WSPI(FM)	WKMH H & P Communications Ltd.; Mt. Carmel, PA

Existing TV

KASA-TV	KKTO-TV KGSW-TV Inc.; Santa Fe, NM

Grants

New FM's

KFPR(FM)	Univ. Found.-Calif. St. Univ.-Chico; Redding, CA
KGXY(FM)	Desert Broadcasting G.P.; Lenwood, CA
KOVN(FM)	NW Chicano Radio Network Inc.; Royal City, WA
KPXD(FM)	Waremar Communications Inc.; Rosamond, CA
KPXF(FM)	North Lake Radio Inc.; Lacombe, LA
KPXG(FM)	107.9 Inc.; Gainesville, TX
KPXH(FM)	Commonwealth Radio Ltd.; Garapan (Saipan), MP
KRBZ(FM)	Fafara Partners; Reedsport, OR
KRTI(FM)	Janet A. Carl; Grinnell, IA
KUAP(FM)	Board of Trustees-Univ.of Arkansas; Pine Bluff, AR
KUDO(FM)	F.E.M. Ray Inc.; Tucson, AZ
KUWZ(FM)	University of Wyoming; Rock Springs, WY
KZLO(FM)	Reier Broadcasting Co. Inc.; Bozeman, MT
WDPG(FM)	Dayton Public Radio Inc.; Greenville, OH
WEBK(FM)	Killington Broadcasting Ltd.; Killington, VT
WEGV(FM)	Value Radio Corp.; Mishicot, WI
WGNR(FM)	Moody Bible Institute, Chicago; Monee, IL
WLMW(FM)	Knowledge For Life; Manchester, NH
WLNZ(FM)	Lansing Community College; Lansing, MI
WLPG(FM)	S.C. Radio Fellowship; Florence, SC
WOST(FM)	The Ohio State Univ.; Portsmouth, OH
WUBS(FM)	Interfaith Christian Union, Inc.; South Bend, IN
WWGT(FM)	Lakeside Broadcasting Corp.; Vergennes, VT
WWLW(FM)	Tami Inc.; Carlisle, KY

New TV

WFVT(TV)	Rock Hill Broadcasting Corp.; Rock Hill, SC

Existing AM's

KCLL(AM)	KNEZ Green-Gold Broadcasting Inc.; Lompoc, CA
KDKS(AM)	KTOC Jackson Parish Broadcasting; Jonesboro, LA
KKPL(AM)	KHDL Alpha Radio Inc.; Opportunity, WA
KOSB(AM)	KKJZ Seaview Broadcasting Inc.; Santa Barbara, CA
KQKE(AM)	KSUR Mt. Wilson FM Broadcasters Inc.; Soledad, CA
KRVA(AM)	KSSA Radio Plano Inc.; Plano, TX
WAYB(AM)	WZKT SlocuMedia Inc.; Waynesboro, VA
WBBR(AM)	WNEW Bloomberg Communications Inc.; New York
WHLP(AM)	WEBB Allied Media Inc.; Baltimore
WKZV(AM)	WKEG U.S. North Broadcasting Inc.; Washington, PA
WLCM(AM)	WNNY ERC Media Inc.; Charlotte, MI
WQSE(AM)	WJKZ Bernie Bishop Broadcasting-Advertisement Co.; White Bluff, TN
WXKN(AM)	WLSY River City Communications Inc.; Newburg, KY

Existing FM's

KAAR(FM)	KTSL Sunbrook Communications Corp.; Spokane, WA
KBXY(FM)	KWxW Desert Broadcasting G.P.; Baker, CA

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Fates & Fortunes

TELEVISION

Appointments at Fox Broadcasting Co., Beverly Hills, Calif.: **Bill Coveny,** director, current programs, CBS, Los Angeles, joins as VP, current programing; **Sandi Black,** executive asssistant to the president, Fox Entertainment Group, Los Angeles named manager, drama development; **Robert Bouknight** and **Ron Scalera,** directors, on-air, named VP's, on-air.

junct professor, New York University, and consultant Viacom, named director, business development, operations, and technical director, respectively.

Fernando Lopez, news director, KTMD-TV Houston, joins KVEA-TV Los Angeles in same capacity.

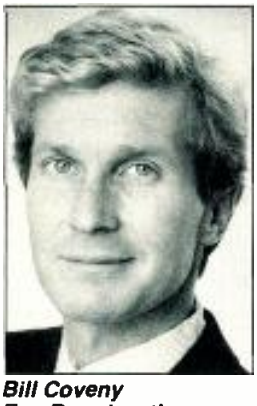
Louis Wall, GM, WBTW-TV Florence/Myrtle Beach, S.C., joins WJBF-TV Augusta, Ga., in same capacity.

Jim Caruthers, partner, The Producer trainee.

Andy Fox, former reporter, WAVY-TV Portsmouth, Va, rejoins in same capacity.

Diana Wilkin, program coordinator, KSBY-TV San Luis Obispo, Calif., joins Fox Net, Wilmington, Del., as GSM.

Ken Burgess, account executive, KRIS-TV Corpus Christi, Tex., joins Fox Net, Corpus Christi, Tex., as GSM.



Bill Coveny
Fox Broadcasting

Jonathan Klein
Group W Television

Tony Vinciquerra
KYW-TV

Peter Schmid
Saban

Mark Lieber
Saban

Jonathan Klein, VP/GM, KYW-TV Philadelphia, named president, Group W Television.

Tony Vinciquerra, VP/station manager, WBZ-TV Boston, named VP/GM, KYW-TV Philadelphia.

Victor Ganzi, general counsel, Hearst Corporation, New York, named CFO, legal officer and elected senior VP.

Appointments at Saban Entertainment, Burbank, Calif.: **Peter Schmid,** executive VP, marketing, sales, Goodman Entertainment Group, New York, joins as VP, East Coast sales, New York; **Mark Lieber,** independent consultant, Phoenix, Ariz., joins as VP, West Coast sales, Burbank; **Nan Halperin,** VP, ancillary sales, Burbank, assumes additional responsibility for syndication sales, Saban Domestic Distribution.

Appointments at Viacom New Media, New York: **Jonathan Guttenberg,** manager, corporate development, Viacom International Inc., New York, and **I. Kenneth Miller,** ad-

motional Group, Tuscaloosa, Ala., joins WBTW-TV Florence/Myrtle Beach, S.C., as GM.

Appointments at WTNH-TV New Haven, Conn.: **Allison Grisso,** anchor/reporter, WCSC-TV Charleston, S.C., joins as reporter; **Keith Kountz,** morning news anchor, named weekend news anchor; **Jon Crane,** weekend news anchor, named co-anchor; **Jim Sanders,** local sales manger, WROC-TV Rochester, N.Y., joins as marketing consultant.

Liza Burgess, health reporter/anchor, KTVT-TV Dallas, joins KCAL-TV Hollywood, joins as health reporter.

Newton Bellis, VP, Sunset Post, Los Angeles, joins Laser-Pacific Media Corp., Hollywood, as VP, sales.

Joseph Buckley, executive producer, WYOU-TV Scranton, Pa., joins WBAL-TV Baltimore as producer.

Angela Wooten, reporter/producer, WILL-FM Urbana, Ill., joins WRIC-TV Richmond, Va., as report-

Robert Heffner, southern district manager, Warner Bros., Atlanta, retires.

Santiago Perez, sales executive, Katz Continental Television, Atlanta, named manager, Katz Independent Television, Atlanta.

Daniel John Holm, senior producer, on-air promotion, NBC Entertainment, Burbank, Calif., named manager, on-air promotion, drama programs.

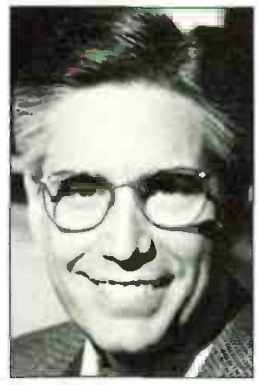
Sean McLaughlin, weather anchor, KMIR-TV Palm Springs, Calif., joins KPNX-TV Phoenix, Ariz., as weekend weather anchor.

Appointments at WMFE-TV-FM Orlando, Fla.: **Ben Hardcastle,** VP, TV programing, operations, named VP, development for both stations; **Barbara Gibson,** director, promotion, WMFE-TV, named director, marketing, community relations for both stations; **JaWanda Thacker,** radio promotion, named manager, community relations, both stations.

Appointments at WLNE-TV Provi-

Sue Raymer
MGM

Mark Workman
Buena Vista Television



Ron De Moraes
Tribune Entertainment

Nicholas Kiernan
CBS Radio

Gerardo Villacres
CBS Hispanic Network

dence, R.I.: **Eric Krasnoo,** VP, sports marketing, sales, Katz Communications, New York, joins as sports marketing specialist; **Betsy Morris-Rosen,** communications, development coordinator, Easter Seal Society, Los Angeles, Calif., joins as social marketing specialist.

Sue Raymer, independent consultant, station relations, marketing, MGM Domestic Television Distribution, Culver City, Calif., named manager, station relations, consumer promotion.

Mark Workman, director, promotions, Buena Vista Television, Burbank, Calif., named VP, marketing.

Ron De Moraes, director, Paramount Domestic Television's *Entertainment Tonight*, Hollywood, named director Tribune Entertainment's *Soul Train*, Los Angeles.

Appointments WDIV-TV Detroit: **Paul Donnellon,** news producer, WWMT-TV Kalamazoo, Mich.; **Princell Hair,** news producer, WSVN-TV Miami, and **Steve Majors,** news producer, WTAE-TV Pittsburgh, join in same capacities.

Caroline Banez, producer/reporter, Greater Media Cable, Philadelphia, joins WYBE-TV Philadelphia, as director, public affairs.

RADIO

Nicholas Kiernan, VP/GM, CBS Hispanic Radio Network, New York, named VP, affiliate sales, CBS Radio Network, New York.

Gerardo Villacres, director, affiliate relations, CBS Hispanic Network, New York, named GM.

Bob Pates, president, Revenue

STANLEY E. HUBBARD 1897-1992

Stanley E. Hubbard, one of radio and television's true pioneers, died Dec. 27, 1992, after a lengthy illness. He was 95.

Hubbard signed WAMD(AM) Minneapolis (now KSTP) on the air in 1923 and made it the foundation of a thriving family-owned broadcast group that now includes nine TV's and two radio stations. His son, Stanley S., has run the group since his father became ill in 1981.

Among the first commercial radio broadcasters in the country, he succeeded by giving listeners large doses of news along with the entertainment. In 1929, Hubbard organized a news association for radio stations and broke United Press's ban on service to radio by threatening to sell his news to newspapers.

Hubbard was quick to embrace television when it came on the scene in the 1930's. He bought a TV camera in 1938 and experimented with closed circuit television. KSTP-TV debuted in 1948, the first NBC affiliate not owned by the network.

With Hubbard providing the push, KSTP-TV also strove to be first. Among its claims: the first station with a seven-day-a-week 10 p.m. newscast and the first all-color station.

Hubbard was also a pioneer of the air of another sort. He served as a flyer in World War I. After the war, he flew for the Internal Revenue Service, helping track down bootleggers.

In the same spirit as his father, Stanley S. has aggressively pursued the direct broadcast satellite business. Hubbard's United States Satellite Broadcasting was among the first applicants for the satellite-to-home broadcasting service. His decade-long efforts should bear fruit in early 1994 when USSB is scheduled to begin beaming up to 20 channels of TV from a high-power satellite, jointly owned with Hughes Communications.

Hubbard's formula for success was simple. "Do you think if I hadn't worked like I worked in 1923, we'd be where we are today?" Hubbard asked BROADCASTING in November 1981. "Of course not. I worked day and night. I worked in the morning selling advertising. I worked in the afternoon on my programing. Did it all myself. I worked at night putting a show on the air. By midnight I was so tired that many nights I'd lie down on the piano to get a little sleep."

In addition to Stanley S., Hubbard is survived by his wife, Mary Jane; six grandchildren and four great-grandchildren. —HAJ

Growth, Seattle, joins WODS-FM Boston, as VP/GM.

Gary Landis, VP, programing, Westwood One, Los Angeles, joins Children's Satellite Network, Minneapolis, in same capacity.

Cathy Borruso, coordinator, affiliate relations, MJI Broadcasting, New York, named affiliate operations manager.

Stephanie McNamara, local sales manager, WABC(AM) New York, named general sales manager.

Jeffery Goree, general sales manager, WKQX(FM) Chicago, joins WDIA(AM)-WHRK-FM Memphis in same capacity.

Art Shotwell, editor/news producer, KFWB(AM) Los Angeles, joins Metro Traffic Control there as news, sports, weather services director.

Ken Mills, program marketing representative, American Public Radio, Minneapolis, named director, news, information.

DEATHS

Bill Gregory, 65, former news anchor, KYW(AM) Philadelphia, died Dec. 10 of cancer at his home in Gilbertsville, Pa. Prior to joining KYW(AM), Gregory was program director at WNUS(AM) Chicago. He also worked at WKBW-TV Buffalo, N.Y.; WOND(AM) Pleasantville, N.J.; WPAZ(AM) Pottstown, Pa., and WNBF-TV Binghamton, N.Y. Gregory joined KYW(AM) in 1967. He retired in 1991. Survivors include his wife, Letitia, two daughters and two sons.

Jeffery Nettesheim, 41, founder of Netteshiem & Associates, a broadcast marketing firm in Milwaukee, died Dec. 10 there. Cause of death was not given. Prior to founding his company, Nettesheim was director of advertising for WUSA-TV Washington. He served as creative services director at WISN-TV Milwaukee, and also worked for WJZ-TV Baltimore and WITI-TV Milwaukee. He was past president of the ABC Promotion Advisory Board. Survivors include his parents, three brothers and one sister.

Ted Willis, 74, television scriptwriter, died Dec. 22 from a heart attack at his home in Chislehurst, England. Willis was the creator of *Dixon of Dock Green,* a serial about a plodding London police officer, that aired every Saturday night on the BBC from 1955 to 1976. Willis became Lord Willis in 1963 in recognition of his achievements: creator of 41 television serials, 37 stage plays and 39 feature film scripts, as well as radio scripts and a dozen novels. Survivors include his wife, Audrey, and two children.

Mark Rawlings, 35, owner/GM, and president of Washita Broadcasting, Inc., which owns KVLH(AM) and KGOK-FM Pauls Valley, Okla., died Dec 10 of a heart attack there. Rawlings held positions at KEYN(AM), KQAM(AM) and KRZZ-AM-FM Wichita, Kan. He also served on the board of directors of the Oklahoma Association of Broadcasters. Survivors include his wife, Kelly, and two daughters.

ROSEL H. HYDE 1900-1992

Former FCC Chairman Rosel H. Hyde, who died Dec. 19 at a suburban Washington nursing home at 92 following a stroke, helped build the regulatory framework for broadcasting and cable from the ground up during a 41-year career in communications policymaking that stretched back to the days before there was an FCC.

Fresh out of George Washington University law school, the Downey, Idaho, native joined the Federal Radio Commission in 1928 as it undertook to bring order to the burgeoning broadcasting business. With the passage of the Communications Act of 1934, Hyde joined the newly created FCC, gradually rising through the legal ranks to general counsel.

President Truman rewarded his service with an appointment as commissioner in 1946. Over the next 26 years, he served two stints as chairman, most notably for three years during the Johnson administration (1966-69). (He was also chairman from April 1953 to April 1954 and acting chairman until October 1954.)

On retiring from the FCC in 1969, he went into private communications practice at the law firm of Wilkinson, Cragun & Barker, which later became Wilkinson Barker Knauer & Quinn. He resigned from the firm just two years ago.

He proved an activist chairman, taking a hard line against broadcast industry scofflaws and implementing the fairness doctrine, which required broadcasters to present all sides of public controversy. He saw the Supreme Court affirm the doctrine in June 1969 to the consternation of many broadcasters who considered it an abridgement of their First Amendment rights.

But in his last speech as chairman, Hyde warned broadcasters of overzealous government regulators: "The greatest service to healthy and vigorous broadcast journalism the Federal Communications Commission can render is to set aside the temptation to interfere with the freest workings of the journalist's craft."

As a lame duck in February 1969, Hyde advocated FCC rules banning cigarette advertising on TV and radio, which at the time generated $236 million in annual revenue. That amounted to 7.1% of TV's national revenues, 5.6% of radio's. Congress eventually wrote a ban into law.

"Even with the odds against him, he has proved that nice guys can win some ball games the hard way," a BROADCASTING editorial said as he finally relinquished the chairmanship to his Nixon-appointed successor Dean Burch. "Tough as conditions are, the public interest has been better served because he has been around."

—HAJ

MARGARET ANN LOESCH

In the past 20 years as the children's programing business has grown with the emergence of cable channels such as Nickelodeon, the explosion of syndicated fare and the advent of home video, no one has been more active in moving the business forward than Margaret Loesch, president, Fox Children's Network.

Loesch is currently overseeing Fox's ambitious move in the kids programing arena. The Fox Children's Network is now a six-day-a-week venture and will expand to seven days in the next two to three years.

Less than three years after its start, FCN programs three hours a day Monday through Friday and four hours on Saturday. Loesch says the growth and ratings strength of FCN has come quicker than she anticipated. "Our launch was one of the worst experiences of my career. We started with *Peter Pan* on a strip basis and ordered 65 episodes but only had six in the can when the show debuted. That was a difficult time, but Jamie [Kellner, president, Fox Broadcasting] stuck by us. Sometimes I think he believed in us more than anyone else."

Loesch says one of the most important aspects of the job is keeping abreast of children's changing interests. "I spend a lot of my time trying to determine what kids are watching and why. Usually I find out by observing and talking to kids. A lot of people think I have a good instinct—I think in reality I'm still something of a kid myself. I like what they like to watch. The first time I saw *Mutant Ninja Turtles* I knew it would be successful. It was different, the characters new and funny and it had lots of action."

The business has arguably never been more difficult than it is now. In 1975, when Loesch entered the children's programing arena, kids TV for all intents and purposes centered on the three networks and their Saturday morning lineups, save for a few independent productions on independent stations. No more—and Loesch says that change provides the biggest challenge for herself and FCN.

"It's a tremendous challenge and

it's more competitive than ever. I think the challenge has made the programing better, but we can continue to do better. Kids are smart and they will go where the quality is. They'll tune out shows that aren't written or produced well or with characters that aren't developed. And [they] will probably change the channel faster than any other viewer."

Loesch broke into children's programming by way of a clerk typist position at ABC. At the time, she had a choice of the much lower-paying ABC job or a job in a brokerage firm—her first job out of college had been as a an analyst for foreign securities. In the end, her decision to go with ABC proved fortuitous. "The ABC job paid about one-third the analyst job, but the woman who hired me at ABC told me when I interviewed that with my educational background I could have a real future at ABC. I feel very lucky, looking back at it now."

Over a four-year period, Loesch rose to head of production for creative services and on-air promotion. Given the opportunity to take a job at NBC in the children's programing department or remaining in on-air promotion production, "I took the NBC job. It was the best move of my life." She eventually became director of children's programs at NBC.

Loesch faced another career decision in 1979. "I'd had conversations with CBS about coming over as director of comedy development and then I was offered a position at Hanna-Barbera, a company I had a lot of respect for. I realized I enjoyed children's programing and knew that if I went to CBS I'd be a small fish in a big pond, but if I went to Hanna-Barbera I'd be a big fish in a small pond. I had been at two networks and thought it was time to get some on-line experience."

She opted to be a big fish. Hanna-Barbera proceeded to have the best five years in its history. "I'd like to think I had something to do with that," she says, recalling that among the shows launched during her tenure was the popular *Smurfs*.

Loesch was courted by Marvel executives to take the helm of that company and says the experience was "exhilarating. I had a wonderful experience with *Muppet Babies*. The six years I was there could be characterized as traumatic because we were sold three times. The last three years were tumultuous because I spent so much of my time talking to bankers."

Loesch is not resting on her laurels with the early success of FCN. "We have a long way to go. I don't think we're a success yet. We're just starting to be successful. But if we're good to kids, they'll be good to us." ■

President, Fox Children's Network, Los Angeles; b. March 28, 1946, San Antonio, Tex.; BA, political science, University of Southern Mississippi, Hattiesburg, 1968; MA, international relations and public administration, Louisiana State University, New Orleans, 1970; analyst, foreign securities, Kohlmeyer & Co., New Orleans, 1969-70; various positions, ABC, Los Angeles, 1971-75; manager, children's programs, NBC, Los Angeles, 1975-77; director, children's programs, NBC, Los Angeles, 1977-79; VP, children's programs, Hanna-Barbera, Los Angeles, 1979-82; executive VP, children's programs, Hanna-Barbera, 1982-84; president-CEO, Marvel Productions, Los Angeles, 1984-90; current position since 1990; m. Curtis Stimpson, Nov. 28, 1987; child: Curtis, 4.

In Brief

Advertising on TV stations was up 3.2% in November 1992 over the same period the year before, according to the Television Bureau of Advertising. Affiliates fared much better than independent stations (includes Fox): the former was up 4.5%, while the latter was down 1.5%. Local spending on affiliates was up 5.7%; spot spending was up 3%. For indies, local spending was down 2.2% and spot spending was down 0.8%.

ABC is moving its hour drama ***Civil Wars* to Tuesday at 10 p.m.** (ET/PT) beginning Jan. 19, the time slot now occupied by the struggling rookie drama *Going to Extremes*. The network has decided not to pick up additional episodes of *Going to Extremes*, which averaged a season-to-date 9.9 rating/17 share (NSI, period ending Dec. 24), with its final three original episodes airing in *Civil Wars*' former Wednesday, 10-11 p.m. slot, Jan. 13, 20 and 27. After that, the network says it will air specials in the Wednesday slot beginning Feb. 3, but an ABC spokeswoman said the slate likely will not be announced until later this week.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Dec. 13. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	14.4/221/98
2. Jeopardy!	12.6/211/98
3. Star Trek	10.2/242/99
4. Oprah Winfrey Show	9.4/236/99
5. Entertainment Tonight	9.0/179/95
6. Imagination I	9.0/188/97
7. Married...With Children	8.1/189/96
8. Current Affair	7.9/179/95
9. Inside Edition	7.7/167/92
10. Roseanne	7.2/131/83
11. Wheel Of Fortune-wknd	7.2/176/71
12. A Very Brady Christmas	6.8/185/93
13. Designing Women	6.4/206/99
14. Teenage Mutant Ninja Turtles	6.3/180/90
15. A Goof Troop Christmas	6.2/183/93

NCTA, CATA OPPOSE N.J. BELL FIBER PLAN

The National Cable Television Association and the Community Antenna Television Association last week asked the FCC to deny New Jersey Bell's request to build a two-way broadband fiber network in Morris County, N.J., to provide telephone service and transmit programing for Sammons Communications, the incumbent cable operator.

The service proposed by the Bell Atlantic subsidiary "does not satisfy the commission's video dialtone definition, the application omits major cost factors and the cost allocation and jurisdictional separations procedures...are inconsistent with statutory requirements and commission policies," the trade associations argue in their petition.

To take advantage of the FCC's new video dialtone rules, which relieve telcos from local franchise obligations, telcos must offer "sufficient capacity to serve multiple providers on a non-discriminatory basis." But "that is not the case here," NCTA and CATA say.

Although it plans to make additional capacity available in three years, they say, New Jersey Bell is now "seeking to initially construct enough capacity for a single customer [Sammons], plus just four additional channels."

In providing requisite economic justification for the network, they say, Bell Jersey fails to include the cost of the curb-to-home drops, which alone could double the cost of the video portion of the network. The telco also fails to include the cost of the fiber optic trunk lines that will be used for cable. In its filing, New Jersey Bell estimates that cost to be $5.7 million.

The associations also warned the FCC that it can no longer put off the tough questions of regulatory jurisdiction and safeguards against cross-subsidy and discrimination. The FCC "must spell out the rules by which telcos may provide this service and what protections will abide for those who compete against the telcos' platform," they say. —HAJ

Media stocks generally gained in the past five trading sessions. Multimedia shares gained almost 10%, to 31¾, following a positive November revenue report. Granite Broadcasting shares slid to 3¼, down $2 from several weeks ago. One investor suggested certain clients that took the TV operator's shares as a favor to an investment bank that did an initial public offering last February were now "cleaning out" their portfolios at year's end. Price Communications completed a 1-for-20 reverse stock split last week, and Scientific-Atlanta completed a 1-for-2 stock split.

A bankruptcy court hearing in Madison, Wis., has been set for Jan. 6 to hear **terms of a settlement between Tak Communications and the group owner's creditors.** Preliminary details suggest that Sharad Tak will drop his opposition to the creditors' proposed plan of reorganization, which calls for station licenses to be transferred to a new company, most or all of which will be owned by the creditors. Sharad Tak will be given a salary of $300,000 per year as chairman and consultant to the new company. Tak owns five TV's and three FM's.

Superstation WTBS-TV Atlanta ranked as the top-rated basic cable network for the 11th year in a row, according to A.C. Nielsen data supplied by Turner Broadcasting Sys-

The Public Broadcasting Service is unveiling a new on-screen logo to incorporate some "multi-generational, multi-ethnic faces" and a music signature combining several styles. The change is meant to reinforce the themes of diversity and the "public" in public broadcasting, according to PBS. The first facelift in four years and the fourth in the service's history, the redesign cost $150,000 and will be unveiled to stations and producers Jan. 4.

Baltimore-Washington regional sports channel Home Team Sports offered its annual 90-minute Sports Year In Review *special on Christmas night. HTS VP-GM Bill Aber (center) is flanked by the four general managers of the sports teams the channel covers (l-r): Roland Hemond, Baltimore Orioles; David Poile, Washington Capitals; John Nash, Washington Bullets, and Charley Casserly, Washington Redskins.*

tem. The channel averaged a 1.4 rating/4.3 share with an average audience of 803,000 homes in 1992, steady with the 1.4 rating for the year 1991. Among other basic cable networks, USA came in second with a 1.2 for the year, followed by TNT and Nickelodeon, each with a 1.0. Pay TV household delivery averaged 801,000 homes for HBO and 237,000 homes for Showtime.

Little Lolita and Joe Montana battled to a draw last Monday night when NBC aired the first of what will be three Amy Fisher-inspired network TV movies. *Amy Fisher: My Story* drew a 19.1/30 in the national Nielsens, tying *ABC Monday Night Football* (Detroit at San Francisco) in rating during the 9-11 p.m. time period. CBS, with repeat programing, drew a distant 11.8/19. In New York, where the sordid Fisher saga unraveled last summer, the telepic blew out the competition with a 28.4/42.

Paramount's *Hard Copy* has regained a sixth access slot in the wake of the demise of Carsey-Werner's *You Bet Your Life*. WRC-TV Washington will move *Copy* back to access in September, when *You Bet* disappears for good. WRC-TV is one of several top market stations at which *You Bet* has performed significantly higher than the national average. Five other stations are replacing *You Bet* with *Copy* on Jan. 4: WCBS-TV New York, KDFW(TV) Dallas, WCPX(TV) Orlando, WLWT(TV) Cincinnati and WDHN(TV) Dotham, Ala.

Nielsen Media Research's **November Cassandra report** was released late last week, with King World Productions' game show strips ***Wheel of Fortune* and *Jeopardy!*** (16.5 rating/27 share [NSI, November 1992] and 14.0/26 household averages, respectively) **claiming the top two spots** from Paramount Domestic Television's *Star Trek: The Next Generation* (12.9/14). Filling out the top 15 are KWP's *The Oprah Winfrey Show* (12.2/33) and weekend versions of *Wheel* (10.4/20) and *Jeopardy!* (9.3/17); Paramount's *Entertainment Tonight* (9.3/15); KWP's *Inside Edition* (7.2/17); Viacom's *Roseanne* (7.2/17); Paramount's *Cheers* (6.8/14); Warner Bros.'s *Full House* (6.6/13); Twentieth Television's *Cops* (6.6/12); Twentieth's *A Current Affair* (6.5/13); Multimedia's *Donahue* (6.4/20), and Columbia Pictures Television's *Married...with Children* (6.3/13).

Fox O&O flagship WNYW(TV) is moving Twentieth (Fox) Television's late-night *Studs* strip, which posted a 3.3 rating/8 share (NSI) in the November sweeps, from 11:30 p.m. to midnight by flip-flopping it with off-network *All in the Family* (3.5/11). A WNYW spokeswoman said that while the station was "happy" with *Studs*' performance at 11:30, it felt *All in the Family* provided "better flow" coming out of *M*A*S*H*, which airs at 11. "We feel that *Studs* could better hold an audience at midnight," the spokeswoman added.

The Broadcast Promotion & Marketing Executives and Broadcasting Designers Association conference and exposition, which is scheduled to take place June 13-16 in Orlando, Fla., **has secured Walt Disney Co. Chairman-CEO Michael Eisner** as the opening keynote speaker on Sunday, June 13.

Western International Syndication is altering the marketing plan for *Guess? Television,* a teen-based talk show/trend magazine that was originally intended as an early fringe strip but is now being offered as a weekly series for fall 1993. WIS will instead offer 39 original episodes (13 weeks of repeats) on an even seven-minute local and national barter basis.

International satellite permittee **Orion Satellite Corp. has filed a petition to deny a Televisa S.A. agreement to invest $200 million in PamAmSat,** in exchange for a 50% interest in the newly formed limited partnership. In reply comments, PanAmSat calls Orion's petition "abuse of process" and denies charges that PanAmSat founder Rene Anselmo will not remain in charge as managing general partner.

Turner Broadcasting System was to launch Russia's first private TV station on Jan. 1, along with partner Moscow Independent Broadcasting Co. MIBC got the franchise award last November. The station, called TV6, will serve the Moscow area. Farrell Meisel, former programing VP at WWOR-TV New York, is director of operations.

Editorials

PIONEERS' PASSAGE

It's sad to start 1993 on a somber note, yet we must. Two giants of broadcasting left the scene last week, one who as a regulator brought the industry up from a pup, the other a derring-do entrepreneur who helped build a medium where there was none, and whose successors carry on in that tradition today. Both had reached a seniority few achieve, and their parting is less sad for their having lived life to its fullest.

Rosel Hyde was perhaps the gentlest chairman who ever wielded a tough gavel at the FCC, a trait that followed him into the practice of communications law. A Mormon, he tried to get cigarette advertising off the air and had an early-on fancy for the fairness doctrine. Yet a BROADCASTING editorial in 1969 called him "the most popular chairman and commissioner in more than four decades of communications regulations," and none in Washington would gainsay that observation.

Among the Hyde legacies was a parting admonition that should be graven over the entrance to the FCC. "The greatest service to healthy and vigorous broadcast journalism the Federal Communications Commission can render," he said, "is to set aside the temptation to interfere with the freest workings of the journalist's craft. The greatest disservice we could render the American public would be to assume the censor's righteousness and power." Hear hear.

Stanley E. Hubbard, a charter member of BROADCASTING's Hall of Fame, was a spectrum away from Hyde in his approach to life, but not in his dedication to the Fifth Estate. A pilot who was barnstorming when baling wire was high tech, Hubbard brought the force of his personality and his will to building a broadcasting dynasty that looks certain to survive for generations to come. His son, Stanley S., has become to the new generation of direct broadcast satellites what his father was to broadcasting's beginnings—two entrepreneurs off the same block.

"The biggest trouble in this broadcasting business," Hubbard told this magazine in 1981, "is we've had too many weak men at the top, too many politicians at the top. You have to have brains in this country, brains and work, to get ahead. It takes both—brains and willing to work. You don't think about hours. That's what built America."

Whether there are fewer pioneers now than when Stanley E. was blazing trails is arguable. There's no doubt that the need for them is greater than ever.

NO SAFE BET

Carsey-Werner's *You Bet Your Life* had everything a new show could want. A proven format—King World made a fortune reminting old game shows into new first-run hits. The biggest name in television since Jackie Gleason. And the producer, now distributor as well, who had followed one network megahit with another. And last but far from least, choice prime access slots in major markets. Despite that pedigree, the C-W's highly touted initial first-run property failed to make good on its markers and will be pulled after only one season.

What does that say about the first-run market? For one, it reinforces the adage that there is no such thing as a safe bet. Although *You Bet*'s ratings put it at the forefront of new strips, expectations were far higher than the numbers delivered and far lower than the access competition Cosby was meant to dethrone. Something else it reinforces is the good timing King World had in hitching its wagon early to the prime access star and its skill at matching the programing tastes of that audience.

With the departure of *Cosby* there will be opportunities in access for new competition, including several reality shows, a genre on the rise in syndication as well as on the networks. It remains to be seen whether they will represent a niche alternative or a threat to the franchise players, who refuse to act their age.

No safe bet or not, there'll still be action at the table.

HAPPY RETURNS

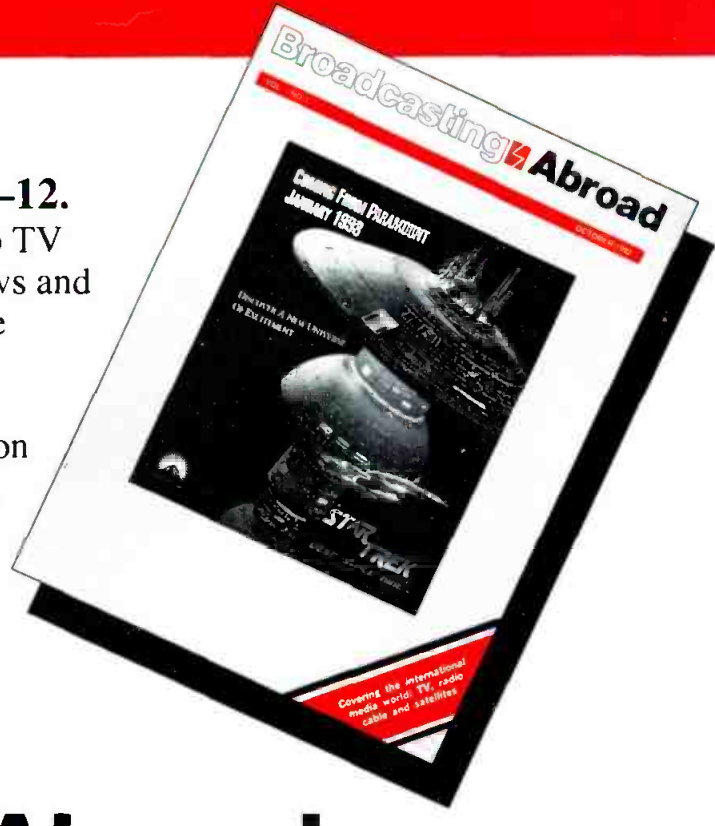
An upbeat holiday message came last week from the federal government, which estimated that traffic deaths in 1992 would fall to their lowest levels in 30 years. According to the study, more people are buckling up for safety, while fewer friends are letting friends drive drunk.

Our reference to broadcast public service campaigns is no accident. Broadcasters have been in the forefront of safe driving public awareness. It's rewarding to see a return on investment measured in lives saved.

Drawn for BROADCASTING by Jack Schmidt

"I hate it when engineers talk shop."

WIN AT MONTE CARLO!



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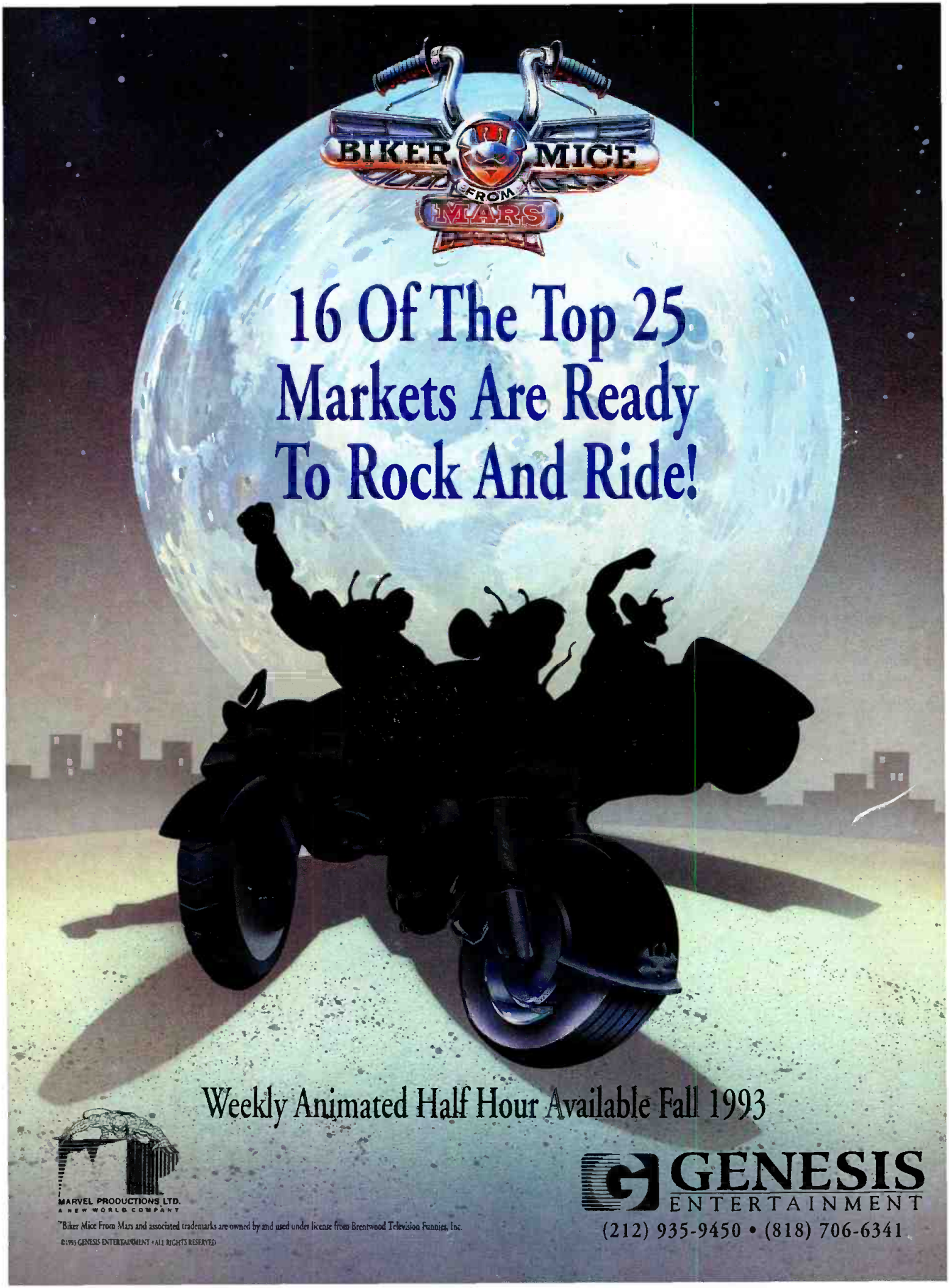
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